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**THE INFLUENCE OF GREEN MARKETING, SHARIAH COMPLIANCE,
CUSTOMER'S ENVIRONMENTAL AWARENESS AND CUSTOMER'S
SATISFACTION TOWARDS MUSLIM CONSUMER PURCHASING
BEHAVIOR IN KEDAH**



BY

NUR AINA BINTI MOHD JAMIL

**Thesis submitted to
Othman Yeop Abdullah Graduate School of Business,
UNIVERSITI UTARA MALAYSIA,
In Partial Fulfillment of the requirement for
Master of Sciences (Management)**



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**THE INFLUENCE OF GREEN MARKETING, SHARIAH COMPLIANCE, CUSTOMERS
ENVIRONMENTAL AWARENESS AND CUSTOMERS SATISFACTION
TOWARDS MUSLIM PURCHASING BEHAVIOUR IN KEDAH**

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ABSTRACT

Effort of business to protect the environment need support from the consumers to make it achieve their objective. Other than that, Muslims and non-Muslims seek for a products and services that follow Islamic principles in their operations and business. This is because of the cleanliness of Shariah compliance principles. In order to improve purchasing behavior of the consumers, hotel industry should enhance and stimulate their green marketing and Shariah compliance practices in their hotels. The purpose of this study is to identify the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction towards Muslim purchasing behavior at Kedah, Malaysia. Precisely, the objectives of this study are to investigate, examine and determine between the factors (green marketing, Shariah compliance, customer's awareness and customer's satisfaction) and consumers purchasing behavior. A random sampling technique was used to collect the respondents in Kedah, Malaysia. The study also used quantitative approach through structured questionnaires developed from previous research. A total of 403 online survey questionnaires were distributed through Whatsapp application and Facebook pages. The study used SPSS 25.0 to analyze the collected data. Methodologies such as Pearson Correlation and Multiple Regression Analysis were implemented in order to analyze the data collected. As a whole, the findings revealed that consumer purchasing behavior had positive relationship and significant with green marketing, Shariah compliance, customer's awareness and customer's satisfaction. Finally, this study concluded with discussion, limitations of the study and some suggestions for future researches.

Keywords: Customer purchasing behavior, Green marketing, Shariah compliance, Customer's awareness, Customer's satisfaction

ABSTRAK

Usaha sesebuah perniagaan untuk melindungi alam sekitar memerlukan sokongan daripada pengguna untuk membantu perniagaan mencapai matlamat mereka. Selain itu, orang Islam dan juga bukan Islam mencari produk dan perkhidmatan yang mengikut prinsip-prinsip Islam dalam perniagaan dan operasi mereka. Hal ini adalah kerana faktor kebersihan di dalam prinsip pematuhan Shariah. Oleh itu, untuk meningkatkan dan memperbaiki tingkah laku pembelian pengguna, industry hotel harus meningkatkan dan merangsang pemasaran hijau dan amalan pematuhan Shariah di hotel mereka. Tujuan kajian ini adalah untuk mengenalpasti pelaksanaan pemasaran hijau dan pematuhan Shariah dalam industry hotel di Kedah, Malaysia. Secara tepatnya, objektif kajian ini adalah untuk menyiasat, memeriksa dan menentukan antara faktor-faktor (pemasaran hijau, pematuhan Shariah, kesedaran pelanggan dan kepuasan pelanggan) dan tingkah laku pengguna. Teknik pensampelan secara rawak digunakan untuk mengumpul responden di Kedah, Malaysia. Kajian ini juga menggunakan pendekatan kuantitatif melalui soal selidik berstruktur yang dihasilkan dari penyelidik terdahulu. Sejumlah 403 soal selidik secara dalam talian diedarkan melalui aplikasi Whatsapp dan halaman Facebook. Kajian ini telah menggunakan SPSS 25.0 untuk menganalisis data yang dikumpulkan. Beberapa kaedah seperti Korelasi Pearson dan Analisis Regresi Berganda telah dilaksanakan untuk menganalisis data yang telah dikumpul. Keseluruhannya, penemuan telah menunjukkan bahawa tingkah laku pembelian pengguna mempunyai hubungan positif dan signifikan dengan pemasaran hijau, pematuhan Shariah, kesedaran pelanggan dan kepuasan pelanggan. Akhirnya, kajian ini dibuat dengan perbincangan, Batasan kajian dan beberapa cadangan untuk penyelidikan masa depan.

Kata Kunci: Tingkah laku pengguna, pemasaran hijau, pematuhan Shariah, kesedaran pelanggan, kepuasan pelanggan.

ACKNOWLEDGEMENT

I would like to express my honest gratitude to everyone who already assisted me in order for me to accomplishing this research paper. First and foremost, I would like to thank to my supervisor, Dr Yaty Sulaiman for always been there and gave me with professional advices and guidance to help me and make this study meaningful. I am really humbly grateful for her contribution, time, knowledge and guidance for me to complete my thesis.

Besides that, I would like to take this opportunity for a special note of appreciation to my family for their dedication, support and endless love to me. An appreciation also to my parents for their contribution in providing me encouragement and financial supports. And lastly, I would like to appreciate to all the respondents in Kedah, Malaysia for their time and participation and who helped me answering my online survey regarding this research topic.

I would also offer my regards and blessings to my friends and everyone who supported me to complete this thesis successfully.

Thank you,

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LIST OF ABBREVIATIONS

KMO	Kaiser-Meyer-Olkin
IV	Independent Variable
DV	Dependent Variable
JAKIM	Islamic Development Department of Malaysia
SIRIM	Standards and Industrial Research Institute of Malaysia
DVS	Department Veterinary Services
GCC	Guest Comment Cards
CRM	Customer Relationship Management
TPB	Theory of Planned Behavior
CSR	Corporate Social Responsibility
GDP	Gross Domestic Product
SPSS	Statistical Package for Social Science
WTO	World Tourism Organization
PLS	Partial Least Squares
SCH	Shariah Compliant Hotel

CHAPTER 1

INTRODUCTION

1.0 Introduction

In this first chapter will discuss about consumer purchasing behavior. It consists of five parts which are background of the study, problem statement, research questions, research objectives, significant of the study, and scope of the study.

1.1 Background of the Study

In a business world today, sustainability has become a supreme movement to transform and revolutionize and no longer as an developing the business megatrend (Punitha, Aziz& Rahman, 2016). In addition, they also added that sustainability not only just the implementation of green practices but also focusing on how they develop their marketing to meet the needs of their customers in the course of sustainable development. Some of the businesses had implemented green practices to be different and extra from their competitors and potential competitors. Besides that, by implementing green practices can also cut their cost in term of waste disposal and material usage.

At the same time, as a Muslim consumer, we must seek and look for a products and services that follow Islamic principles in their operations and business. This can fulfill our responsibilities as a good Muslim. Other than that, according to PEW Forum of Religion and Personal Life, (2011), there are 25% of the Muslims from world's population can increase the demand for Muslim products and services in the market. Due to this increasing of demand in Muslim products and services, it might also influence the tourism industry

for Muslim-friendly products (Omar, Islam& Adaha, 2013). In Malaysia, according to World Travel and Tourism Council (2019), tourism industry contributed 13.3% to their gross domestic product (GDP) for the year 2018 where it increases 2.6% from the year before. According to Tourism Malaysia (2016), the international tourists who are Muslim were 26.8 million in 2016 compared to 2015 with 25.7 million Muslim tourists.

Gitobu& Njoroge, (2014) stated that green practice is a new trend and as a differentiator to be extra between businesses which also play role as their corporate social responsibility (CSR) of these companies. Other than that, Fernández-Alles& Cuadrado-Marqués, (2012) stated that for the past two decades ago, hotel industry from all over the world start to concern regarding the involvement of the environment in their business operations. According to Forbes, (2018), a research was conducted regarding environmentally friendly products and services where 87% of Americans would purchase environmental products if given the opportunity and 88% will be loyal to the business that support the environmental issues.

From the mentioned statistics above, it is an opportunity and chance for hotel industry to implement both the Muslim products and services for Muslim families for their holiday destination and implement green marketing to support environmental issues. Therefore, to attract Muslim tourists who are concern about environmental issues, the number of green hotels that are Shariah compliant should be increased to help them to fulfill their religious needs as a good Muslim. Shariah compliant not only focus in foods and beverages, but also cover all aspects such as design, accessories, operation and other work-related activities. In short, the hotel facilities, operations, marketing, financial and human resource must follow and be based on Shariah principles.

1.2 Problem Statement

Nowadays, technologies are being used frequently for everyday and increasing day by day which sometimes help us to do our work smoothly and efficiently. In fact, the usage of technologies also will increase in the industrial activities and its operations. But however, these can affect the environment adversely. Climate change, pollution, global warming and depletion of the ozone layer are some of the result over exploitation of environment. These issues made our society raised their concerns to protect our environment which leads to the concept of going green. Product that are less toxic, biodegradable, renewable, recyclable and energy efficient have positive effects to the environment which it is term as 'green products' (Makhdoomi& Nazir, 2016).

In addition, effort of business to protect the environment need support from the consumers to make it achieve their aim and objective. But however, it depends on the behavior of the individual who is environmentally conscious to decide before purchasing green products (Makhdoomi& Nazir, 2016). Makhdoomi& Nazir (2016) stated that there are wide varieties and choices of products that are environmentally safe from the market nowadays. And it depends and rely on the beliefs and consciousness of the consumer towards environmental concerns for them to purchase the products or services. Golkanda (2013) mentioned that currently, many businesses offered their products that enhance the consciousness of the buyers towards the environmental issues that lead their consumers to convert and change from convectional products to a green product.

Therefore, green marketing can be said as a process of selling and offering products or services that have environmental benefits which can help the firms or businesses not only to market their products or services but also to increase the level of awareness of the consumers towards the environment.

Other than that, it is a need of the Muslims consumer to look for halal foods, beverages and services. This is important as it shaped by their religious beliefs. This can affect the tourism industry which include hotel industry (Henderson, 2003). For Muslims traveler, they also need to seek for foods, beverages, and services that follow Shariah compliant to fulfill their responsibility as a Muslim. But however, according to Department of Islamic Advancement Malaysia (JAKIM), 2012, there is no specific legal guideline to represent the hotel is following Shariah compliant to cover the whole business when implementing halal certification. The awareness about religious rules has increase the demand for product and service with Shariah compliance.

Other than that, the fact that non-Muslim tourists also seek for halal products and services because of the factor of cleanliness of Shariah Compliant products and services. According to Othman et al., (2004), business owners in Malaysia have knowledge and awareness on food hygiene and halal foods and therefore they can comply with the Halal certification. This is actually a good thing for Malaysia to be a halal hub. Table 1.1 below shows the number of tourist arrivals and receipts in Malaysia for 2015 until 2018.

Table 1.1

Number of Tourist Arrivals and Receipts in Malaysia

<i>Year</i>	<i>Arrivals (million)</i>	<i>Growth</i>	<i>Receipts (RM, billion)</i>	<i>Growth</i>
2018	25.53	-1.65%	84.1	2.38%
2017	25.95	-3.12%	82.1	0
2016	26.76	3.89%	82.1	15.83%
2015	25.72	6.69%	69.1	4.20%

(Tourism Malaysia, 2019)

According to Shaharuddin et al., (2018), there is an inadequate knowledge regarding the implementation of Shariah Complaint Hotel (SCH) in Malaysia even though there are increasing demand nowadays from the consumers for Halal market in tourism industry. They added more that the basic knowledge about the concept of SCH in Malaysia is still new and young which might lead to misleading and confusions of perceptions to non-Muslims.

In addition, based on Othman, (2015), hotels in Malaysia are mostly conventional type and only few has claimed as SCH by the owners themselves. This is because most of the hotels are owned by non-Muslim. As the result, this can make the development of Shariah compliance hotels concept in Malaysia slower (Ahmat et al., 2015). However, Azizah et al., (2017), there is a high demand in the global for Islamic services which lead to the rapid growth for Islamic tourism.

Therefore, for this reason, hotels should implement and apply Islamic values that follow Shariah compliance in their operations to complete the demand for Islamic services and attract more tourists from non-Muslims to Malaysia.

As a conclusion, this study enriched the compilation of information of green marketing and Shariah compliance in hotel industry towards the growth of green marketing practices and SCH practices in Malaysia. The model proposed in this study suggest a compressive framework of the green marketing and Shariah compliance with regards to their purchasing behavior in hotel industry.

1.3 Research Questions

This research will be conducted followed by the statement of the problem and to answer the following questions:

1. Is there any relationship between green marketing towards consumer purchasing behavior in hotel industry?
2. Is there any relationship between Shariah compliance towards consumer purchasing behavior in hotel industry?
3. Is there any relationship between environmental awareness towards consumer purchasing behavior in hotel industry?
4. Is there any relationship between customer satisfaction towards consumer purchasing behavior in hotel industry?

1.4 Research Objectives

1.4.1 Main Objectives

This research will be conducted to identify the influence of green marketing and Shariah compliance in Kedah, Malaysia. It intends to investigate the relationship between independent variables (green marketing, Shariah compliance, environmental awareness and customer's satisfaction) and the dependent variable (consumer purchasing behavior).

1.4.2 Specific Objectives

There are four (4) specific research objectives as stated below:

1. To investigate the relationship between green marketing and consumer purchasing behavior in hotel industry.
2. To examine the relationship between Shariah compliance and consumer purchasing behavior in hotel industry.
3. To investigate the relationship between customer's awareness and consumer purchasing behavior in hotel industry.
4. To determine the relationship between customer's satisfaction and consumer purchasing behavior in hotel industry.

1.5 Significant of The Study

The main purpose of this study is to investigate the purchasing behavior from the customers towards the implementation of green marketing and Shariah compliance in hotel industry.

The findings from this study might be useful for future hotels to implement green marketing and Shariah complaint in their operations. From this study also might help these hotels to improve and to have better understanding of purchasing behavior of their potential customers. In addition, in this study also will provide some information regarding the current understanding of customers purchasing behavior towards the implementation of green marketing and Shariah compliance in hotel industry.

1.6 Scope of Study

The research objectives and questions of the study were being investigated based on the data collected from the Muslim respondents in Kedah. Therefore, this study is limited to the data gathered from Kedah only. Although the study was performed in the context of hotel industry in Kedah only, it might implies to other contexts not only hotel industry but also business organization as the study examined the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction towards Muslim purchasing behavior.

1.7 Definition of Major Terms in the Study

The definitions and descriptions of the main terms used in the current study are discussed below.

1.7.1 Consumer Purchasing Behavior

Consumer purchasing behavior as the last or final behavior of the consumer in buying process (Delafooz et al., 2014).

1.7.2 Green Marketing

Green marketing is to satisfy their customer needs and wants by providing some solutions but do not give harm to the environment because of scarcity of resources (McTaggart et al., 1992)

1.7.3 Shariah Compliance

Shariah compliance can be defined as a products or services that follow the Islamic principles and concept (Samori & Sabtu, 2014).

1.7.4 Customer's Environmental Awareness

To determine if the individual's aware about the issues of the environment is based on the behavior of the individuals and their action towards environment (Makhdoomi& Nazir, 2016).

1.7.5 Customer's Satisfaction

Customer will fell satisfy when they receive products and services that meet with their expectations. It also can be resulted when they received more benefits compare to their cost (McCarthy & Perrault, 2002)

1.8 Organization of the Dissertation

The introduction chapter consists of the background of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction of Muslim consumer purchasing behavior in Kedah, the problem statement of the study, the research objectives, the research questions, significance and scope of the study, definitions of the terms and the organization of the dissertation. Next, Chapter 2 presents review of the literature. It is consist of introduction, consumer purchasing behavior, green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction, summary of the chapter. Chapter 3 discusses the research framework, hypotheses

development, research design, unit of analysis, sampling design, measurement of variables, questionnaire design, pilot test, data collection method and data analysis strategy. Chapter 4 provides the findings of the data result and Chapter 5 discuss the findings and suggestion for future study.



CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This second chapter tend to explain and elaborate more on the definition, concept and the relationship between consumer purchasing behavior with each of the variables. Firstly, this chapter will begin to explain the definition and concept of consumer purchasing behavior. Then, followed by the definition of each variable which are green marketing practices, Shariah compliance, environmental awareness and customer's satisfaction. Next, straight to the relationship of each variable with consumer purchasing behavior. Lastly in this chapter, it will summarize from the previous literature related with the variables in table.

2.1 Consumer Purchasing Behavior

2.1.1 Concept and Definition of Consumer Purchasing Behavior

Intentions is not always fix and remain constant over a period of time (Makhdoomi& Nazir, 2016). This means that, when the time interval is long, the predicted behavior from intention will be less accurate (Azjen& Fishbein, 1980). Delafrooz et al., (2014) defined consumer purchasing behavior as the last or final behavior of the consumer in buying process. To understand and to predict consumer is not easy and difficult. Their intentions are complicated which will changing in a single time and sometimes, they express their needs and wants but however, they act in a different way.

In addition, according to Kotler &Armstrong, (2010), there are four (4) types of buying behavior. Types of buying behavior are complex buying behavior, buying behaviors that look variety, buying behavior that look for reducing tensions after the purchase and lastly

is normal buying behavior. According to Daido (2004), change in the environmental can change the mind set and influences the behavioral of people. When people were complying to do some things that they were not required to comply with, the social influence can lead to a big shifting in people behavioral. This meant that people will buy green products when their social context is encouraging them to behave in green manner.

It is clearly to show that providing people with information are not enough to change their behaviour. Bearden and Etzel (1982), Moore, Wilkie, and Lutz (2002), Price, Feick, and Higie (1987), and Ward and Reingen (1990) have mentioned that the importance of social influence on consumers' products evaluation and products choice. According to Coulter, Price & Feick (2003), social network and product involvement are co-related. Social context of consumers, for instance friends, co-workers, and family which provide essential influence and feedback on their consumption will finally affected their decision on product and brand choice.

According to Business Wire (2009), a survey conducted by Ad-ology Research found that social media or social networking such as Facebook, Twitter, LinkedIn, YouTube, Flickr and others social media have significant impact on consumers purchasing behaviour. For instance, people are widely share the information related to environmental activities such as Earth Hour in social media. Thus, social media played an importance role in coaching people in learning about environmental activities. When they transfer the received information into practices and in the end, social media can affect consumers' buying behaviour towards green products.

2.2 Green Marketing Practices

2.2.1 Concept and Definition of Green Marketing Practices

Nowadays, it is a speeding growth of trends in business to implement green marketing practices. The activities such as operations when running the business by the organizations that correlated to environmental issues by offering an eco-friendly products and services and do not impact the environment in any way. Currently, both the business and consumer are more aware and concern to opt for green products and services (Makhdoomi& Nazir, 2016). According to Hartman Group, (2007), the percentage of consumers stated they have involved in tremendous efforts to sustain environment is 93% in the recent studies. Besides that, California Green Solution, (2007) added that, the percentage of consumers felt concerned about the environment is 37%.

Green marketing can be defined as the business and the management fulfill the needs and wants of their customers in a profitable way (Peattie, 1995; Welford, 2000). Besides that, McTaggart et al., (1992) defined green marketing is to satisfy their customer needs and wants by providing some solutions but do not give harm to the environment because of scarcity of resources. Therefore, the business need apply marketing strategies that can develop ecologically safer products, biodegradable, recyclable, good pollutions control to be competitive in the market (Czinkota and Ronkainen, 1992; Richards, 1994; Kotler and Armstrong, 1995). They can implement green marketing mix based on 4Ps marketing mix such as green product, green promotion, green price and green place (distribution). In addition, the implementation of green marketing can lessen the effect towards the environment because the products and services are eco-friendly.

There are three (3) tools in green marketing which can increase the number of awareness from the society which are eco-labelling, eco-brand and environmental advertisement.

Eco-labelling

Labelling is important as it act to deliver and transfer the information about the products or services straight to their customer. In other word, label can be defined as a small or tiny piece of paper that will include at the packaging which contain the main information about the products such as price, quality and value. According to Rex& Baumann, (2007), eco-labelling can be as a tool and instrument to help consumer to make their purchase decision to choose for green product and help them to know the process on how the product is being made. But however, Leire& Thidell, (2005) argued that eco-labelling does not affect the consumer to make their decision to choose for green products. In addition, based on Punitha, Aziz & Rahman, (2016), in Malaysia, eco-labelling program has launched by Standards and Industrial Research Institute of Malaysia (SIRIM). This planned program proved products according to particular criteria such as Environmentally Degradable, Non-toxic Plastic Packaging Material, Hazardous Metal-Free Electrical and Electronic Equipment, Biodegradable Cleaning Agents and Recycled Paper.

Eco-brand

Eco-brand can be defined as a name, symbol or design of the product and services that give no harm or misuse to the environment (Rahbar& Abdul Wahid, 2011). From this eco-brand, it can help the consumer to differentiate and recognize between green product and non-green product. Eco-brand will give high impact to consumer because Rahbar& Abdul

Wahid, (2010), stated that most of Malaysian consumer categorized plastics, pesticides and household liquid cleaning as non-green products because it will harm the environment.

Environmental advertisement

Environmental advertisement plays an important and main role in order to influence the society together save our mother nature. Most businesses chose social media and internet as a platform to advertise for this purpose. And some other organizations chose traditional ways such as newspaper to deliver information about environmental awareness. Rahbar& Abdul Wahid, (2011) stated that, environmental advertisement can influence and give impact in purchase behavior from consumer.

Hotel that implement green practices also known as green hotel. Green hotel can be identified when the hotel implements a non-toxic cleaning liquid and laundry detergents, bed sheets and towels are from 100% organic cotton material, strictly non-smoking area, providing recycling bins in each room and lobby and applying energy efficient accommodations (Nayak& Rao, 2014).

In Malaysia, there are ten (10) hotels from 86 hotels received an award as winners of ASEAN Green Hotel in 2014 (Malay Mail Online, 2014). The award is based on some criteria which stated by Ministry of Tourism and Creative Economy, (2012) which are energy and water efficiency, noise pollution control, toxic and chemical disposal management, solid waste management and their scheme about environmental and their actions. The ten (10) hotels are as below:

Table 2.1
Winners of ASEAN Green Hotels in 2014

Location	Hotel's Name
Sabah	Shangri-La Tanjung Aru Resort and Spa Kota Kinabalu Nexus resort Karambunai Shangri-La Rasa Ria Resort Tuaran
Sarawak	Riverside Majestic Hotel Kuching Miri Marriot Resort and Spa
Kuala Lumpur	Mandarin Oriental Shangri-La Hotel Renaissance Hotel
Kedah	The Andaman Langkawi
Penang	Shangri-La Rasa Sayang Resort and Spa

(Malay Mail Online, 2014)

2.2.2 Relationship Between Green Marketing and Consumer Purchasing Behavior

Customer who purchase for green product or eco-friendly product also known as green purchase behavior. Green purchase behavior is related or connected with level of their awareness towards environmental issues which cause demand for green product to increase and grow (Tang, 2014). There are many factors that lead to customers choice and option of purchasing environmental products. Bui, (2005), stated that the factors that influence in purchasing green product are understanding, behavior and values. This statement is agreed by Follows& Jobber (2000) when they carried out their research and they found that there

is a relationship between values, attitude and intention can influence of purchasing eco-friendly or non-eco-friendly products.

Another research by Laroche et al., (2001), found that consumers are willing or volunteer to pay extra for green product depends on their demographic, behavior and psychology in North America. Therefore, it can conclude that consumer with high knowledge, good behavior and attitude, and high values have high level of concern about environmental and they are willing to purchase more for green products. But however, it also relies on their sociodemographic factors such as age, gender and income.

The adoption of green practices and technologies in the operation are major parts of the hotels' involvement and it is growing gradually with the need to gain a competitive advantage over the other lodging services. This provides a trend among all hoteliers to necessitate their service delivery with the green marketing concept.

Table 2.2
Summary of Past Empirical Research on Green Marketing

Researchers	Year/ Place	Variables	Findings
Perera, H. L. N., & Pushpanathan, A.	2015/ Sri Lanka	<ul style="list-style-type: none"> Green marketing practice (environmental product strategy and environmental place strategy) 	The author found that customer satisfaction in Ranweli Hotel is higher compared to Club Hotel Dolphin and Hotel Heaven Inn. This is because Ranweli Hotel

		<ul style="list-style-type: none"> • Customer satisfaction 	<p>implemented nature friendly surroundings, uses organic foods, uses natural flowers as decoration, reduces energy consumption and uses 'green' furniture.</p>
Tang, S. M.	2014/ Malaysia	<ul style="list-style-type: none"> • Green purchase behavior • Social influence • Environment attitude • Environmental concern • Perceived seriousness of environmental problems • Perceived effectiveness of environmental behavior 	<p>The author found that social influence, environment attitude, environmental concern, perceived seriousness of environmental problems, perceived effectiveness of environmental behavior and government's initiatives are significantly related with green purchase behavior.</p>

		<ul style="list-style-type: none"> • Government's initiatives 	
SW Chan, E.	2013/ Hong Kong	<ul style="list-style-type: none"> • Customer attitudes • Service quality • Green marketing 	<p>The author found that most of the hotel manager totally understand regarding green marketing and least of them does not understand. Other than that, the author also found that female from both the manager and customer are more aware about green hotel.</p>

2.3 Shariah Compliance

2.3.1 Concept and Definition of Shariah Compliance

In general, Shariah compliance can be defined as a products or services that follow the Islamic principles and concept (Samori & Sabtu, 2014). It is not only limited to foods and drinks, but as a Muslims also we must ensure that the operations and all the activities conducted by the business follow based on Islamic principles. In Islam, we are prohibited or disallow from taking any of non-halal foods and drinks such as alcohol as it can give harm to our health physically and mentally. Based on Samori & Sabtu, (2014), in hotel

industry, there are no specific characteristics or features to differentiate a Halal hotel and non-halal hotel. But however, there are yet some obvious and transparent characteristics of a hotel that implementing a Shariah compliant as some researchers found in their research (Samori & Sabtu, 2014). The noticeable criteria are as stated below:

- Showing the halal logo and certificate
- Providing halal foods and drinks in the hotel
- Preparing Muslim Holy Book, Quran, prayer mat and direction of Qiblat in each room
- Providing prayer room in the hotel
- Not proving prohibited foods and drinks in the room's fridge
- Separate and divide facilities for women and men such as salon, swimming pool and other facilities
- Not providing prohibited entertainment such as karaoke or club in the hotel
- Islamic dressing code for hotel's staffs
- The position of beds and toilets is proper which do not face to Qiblat

According to Halal Malaysia, (2014), there are some basic requirements for a premise before getting halal certification from JAKIM as stated in the table below:

Table 2.3
Basic Requirements of Halal Certificate

No.	Requirements	Details
1.	Raw materials and ingredient	<ul style="list-style-type: none"> ○ From halal sources that approved by JAKIM and Department of Veterinary Services (DVS).

		<ul style="list-style-type: none"> ○ Fresh materials, process and menu must be including in the application form.
2.	Processing	<ul style="list-style-type: none"> ○ Halal, non-halal and unknown status raw material must be separate and no mixing in the process. ○ Logistics used must be specialize for halal items only. ○ Instruments, appliances and any brush from animal hair and fur is not allowed. ○ All the process and procedures involved for the final products must be clean and comply with Shariah compliance.
3.	Package and label	<ul style="list-style-type: none"> ○ Must be printed clearly. ○ Packaging must include all necessary information according to rules such as product's name, halal logo, address of manufacture, importer and trademark, ingredients, expiry date and country of origin.

4.	Factory	<ul style="list-style-type: none"> ○ The factory must free from pets and any animals by providing control mechanism. ○ Tools used must be clean from any dirt and harmful material that can give impact to the products produced. ○ Tools must be arranged neatly and tidily during the operation. ○ Workers are not allowed to live in the factory. ○ Non-halal foods must not be in the factory.
5.	Food premise	<ul style="list-style-type: none"> ○ All central kitchen from outlets or franchises must apply for halal certification. ○ The premise must free from pets and any animals by providing control mechanism. ○ Tools used must be clean from any dirt and harmful material that can give impact to the products produced. ○ Tools must be arranged neatly and tidily during the operation.

		<ul style="list-style-type: none"> ○ Workers are not allowed to live in the factory. ○ Non-halal foods must not be in the factory.
6.	Staffs and workers	<ul style="list-style-type: none"> ○ Wear suitable and proper dress code. ○ Each of worker and staff need to apply code of ethics and Good Hygienic Practices.
7.	Sanitation system	<ul style="list-style-type: none"> ○ The environment must be clean and free from any pollution. ○ Equipment used are clean and the brushes are free from animal hair. ○ Applicants must also include the regular pest control system ○ The premise must provide cleaning schedule and monitor properly.
8.	Halal record	<ul style="list-style-type: none"> ○ Must provide a file that consists of related documents to be referred during inspection.
9.	Staff's facilities and welfare	<p>Management must provide:</p> <ul style="list-style-type: none"> ○ Prayer room for the Muslims ○ Permission for Muslims to perform their prayers.

		<ul style="list-style-type: none"> ○ Changing room and pantry
10.	Training	<ul style="list-style-type: none"> ○ Management must make sure each of their staffs have attended to halal training.
11.	Monitoring	<ul style="list-style-type: none"> ○ Management must record their halal assurance and monitor it.
12.	Element of worship	<ul style="list-style-type: none"> ○ Any tool or anything that are related to personal worship is not allowed in the processing area until to finished products.

(Halal Malaysia, 2014)



Figure 2.1 Malaysia's halal logo



Figure 2.2 Malaysia's halal certification

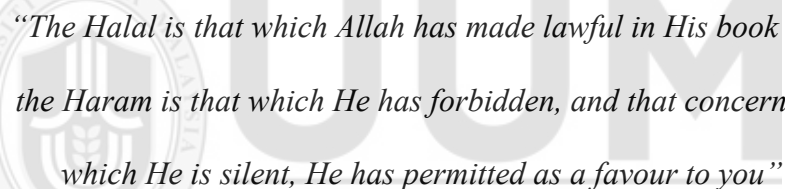
2.3.2 Relationship Between Shariah Compliance and Consumer Purchasing Behavior

According to Official Portal of Ministry of Tourism, Arts and Culture Malaysia, (2018), there is increasing total number of Muslim tourists' arrival to Malaysia from 2015 to 2016 which 5,152,947 and 5,527,142 respectively who mostly came from Singapore, Brunei Darussalam, Indonesia, Thailand, Pakistan, Saudi Arabia, UAE, Egypt and Iran. Idris& Razali, (2016), stated that to understand Muslim consumers in making their decision related with Islamic hotels depends on their knowledge and level of religiosity to their intention and behavior towards Islamic hotels. Furthermore, Muhamad Yunus et al., (2014) added that service quality, awareness and brand image are consumers' perceptions and the main aspects for Muslim consumers as their intention and behavior to stay in hotels that are Shariah compliant.

Halal image is one of the perceptions from consumers in Islamic perspective regarding brand characteristic as their religious concept which can influence their purchasing habits (Suki& Salleh, 2016) and Yunus et al., (2014) added that mostly number of Muslim consumers' seek for a product with halal logo as well as halal certification. This agreed by Azam, (2016) where he stated that religious beliefs can be the factor of Muslim consumers' awareness in purchasing products or services. Therefore, the main factor of for Muslim consumers' is halal awareness and religious beliefs which can help them to make their decision in purchase products or services.

Other than that, there are also rapid awareness related with religious beliefs for Muslims consumer that make them choose for Shariah compliant products and services (Henderson, 2003). Their awareness to look for Shariah compliance products and services was

influenced by their religious beliefs and knowledge. According to Simons, (1994), individual's religious beliefs and knowledge are the main factors in terms of food and other special regulations especially with respect to meat. This can be a guideline for a traveler to travel at other place because every religion might have different practices to apply. In addition, Hussaini, (1993), stated that 75% of Muslims in US follow their religious beliefs. This prove that, as a good Muslims, they will follow their religious beliefs wherever they travel to and a place to live as they have their high level of awareness regarding Shariah compliant such as halal foods, beverages and services. To support this, there is a Hadith which clearly says about awareness and proper consideration towards lawful and unlawful things as below:



“The Halal is that which Allah has made lawful in His book and the Haram is that which He has forbidden, and that concerning which He is silent, He has permitted as a favour to you”

(Ibn Majah, No 3367).

In addition, there are also a higher demand for halal foods, beverages and services due to increasing number of Muslims who are aware about consuming things that are follow to Shariah compliant. Halal can be defined as a permissible because of obeying to Islamic principles. Usually it refers to foods and beverages. In Malaysia, before Muslims purchase their foods and beverages, they will look for Halal logo from Islamic Development Department of Malaysia or JAKIM after the premise has fulfill the requirements needed.

Therefore, it can conclude that those customers who is high level of religious belief and environmental awareness tends to stay in green hotel that follow Shariah laws. But

however, Watkins, (1994), argued that some travelers are not willing to pay premium price of rooms in a hotel which applying environmentally friendly. Kasim (2004) found out that in Malaysia, most of the tourists noticed and cared about environment but they do not put green hotel as their list of hotels they will be staying in.

Table 2.4
Summary of Past Empirical Research on Shariah Compliance

Authors	Year/ Place	Variables	Findings
Haque, A., Chowdhury, N. A., Yasmin, F., & Tarofder, A. K.	2018/ Kuala Lumpur, Malaysia	<ul style="list-style-type: none"> • Halal image • Halal awareness • Religiosity • Service quality • Purchase intention 	The author found that it is a must for both marketers and hotels to enhance halal image in Shariah compliant hotel. Halal image, halal awareness and religiosity are an essential factor of Muslim consumer purchase intention toward Shariah compliant hotels, but service quality is not significant associated with purchase intention on Shariah compliant hotels.

Noormuthaah, M. A. A., Anthony W. N., & Kamisan G.	2013/ Malaysia	<ul style="list-style-type: none"> • Islamic architecture • Hotel management • Shariah Compliant 	The author found that customer satisfaction was effected by the services provided by the hotels such as housekeeping, reception, food and beverages.
Samori, Z., & Sabtu, N.	2014/ Malaysia	<ul style="list-style-type: none"> • Halal Food • Halal Standard • Consumer Satisfaction 	The author found that it is importance for the hoteliers to have knowledge about Shariah Compliance Hotel in Malaysia and all the challenges that they might facing.

2.4 Customer's Environmental Awareness

2.4.1 Concept and Definition of Customer's Environmental Awareness

According to Chan and Lau (2004), environmental awareness has variety definitions which depend on perspective and its complicated and unstable nature. Environmental awareness defined by Dunlap and Jones (2002) as people awareness of environmental problems and attempts to solve it. However, the early definition of environmental awareness was the degree of protective attitude towards

environment (Crosby, Taylor & Gill, 1981), but later was defined as a general attitude which has an indirect influence on attitude through behavioral intent (Gill, Crosby & Taylor, 1986).

Besides, Moser and Uzzell (2003) stated that the mass media play an essential role in educating consumers to understand the importance of environmental problems. For example, marketers convey the message regarding to how their product can reduce the environmental problems and how consumers can contributed to environment through buying the green products. Through this, people will aware the environmental problems and their responsibility towards the environment.

To determine if the individual's aware about the issues of the environment is based on the behavior of the individuals and their action towards environment (Makhdoomi& Nazir, 2016). The environmental awareness also related with the individual's knowledge. Arcury, (1990) stated that positive attitudes happened when the knowledge regarding environmental issues increases. Lroche et al., (2001) added that individual's attitude and behavior towards the environment have relationship with their knowledge about environment. With a good knowledge about environmental issues can effect individuals to be more responsible and concern towards the environment (Schahn& Holzer, 1990).

In addition, individuals will make green choices once they concern and aware about environmental (Van Bigelen et al., 2009). Society include businesses, companies and organizations had realized environmental issues such as pollutions, climate change, acid rain and waste disposal in the past 30 years ago (Papadopoulos et al., 2010). These environmental issues are seriously giving harm to other livings which can cause them to extinct.

In addition, environmental awareness refers to an individual's emotional feature such as like or dislike, worries and consideration (Yeung, 2004) and the belief, attitude, and degree of concern (Said, Ahmadun, Paim & Masud, 2003) towards the environment. Hence, environmental concern can be concluded that an individual was emotionally involved to environmental related issues.

2.4.2 Relationship Between Customer's Environmental Awareness and Consumer Purchasing Behavior

Customer's awareness from the society will influence their purchasing behavior. Based on Hoyer & MacInnis, (2004), buying decisions and behaviors are affected by the buyer's values and belief. Mintel, (2006) agreed and stated that green behavior from the customers who have intention to recycle and reuse, aware about pollution and their willingness to pay extra for green products to save our environment and support the efforts from organizations to help in increasing green behavior.

In hotel industry, there are some factors that contribute to the awareness from the customer to help the hotel to achieve the hotel's environmental goals which mainly related with water conservation (Miao & Wei, 2013). The two factors are environmental awareness and pro-environmental awareness. According to Kollmuss & Agyeman, (2002); Martínez García de Leaniz et al., (2018), green behavior customer who have high awareness towards the environment tend to have good water saving behavior. This can be categorized as environmental awareness.

Meanwhile, pro-environmental awareness is the behavior by customer to reduce the impact to environment and the behavior can change according to where the person is (Miao & Wei, 2013). For example, some customer will use more water during their holiday compare

when they are at home. In addition, sociodemographic also can be a factor for environmental awareness such as age, gender and level of education (Aprile& Fiorillo, 2017).

Moreover, different segments of the workforce react differently towards the green issues (Ahmed et al., 2001). Walter (1990) found that consumers concern on environmental issues does not always translate into purchasing decisions. However, Dagnoli (1990) and Bang, Ellinger, Hadjimarcou, & Traichal (2000) found that consumers who are more concern towards environment issues will still switched to purchase green products even its price much higher than non-green or less eco-friendly products. Kim and Choi (2005) pointed out that people with high concerning to the environmental issues are willing to buy green products and vice versa.

Banerjee and Mckeage (1994) stated that the perception of an individual to the intensity, dangerous and seriousness of environmental issues and problems could affect his or her green purchasing behaviour. In other words, non-green consumers that do not behave in green manner believe that the environment problems will be solved by themselves automatically and vice versa.

Table 2.5

Summary of Past Empirical Research on Customer's Awareness

Researchers	Year/ Place	Variables	Findings
Wan, Y. K. P., Chan, S. H. J., & Huang, H. L. W.	2017/ Macau	<ul style="list-style-type: none"> • Environmental awareness • Environmental management • Environmental initiatives 	From the survey and interview, the author found that people in Macau have high level of environmental awareness. Most hotels in Macau founds some initiatives in order to be green hotel such as by using energy conservation light bulbs and installing water conservation fixtures.
Bagur-Femenias, L., Celma, D., & Patau, J.	2016/ Catalonia, Spain	<ul style="list-style-type: none"> • Operational performance • Competitiveness • Environmental practices 	From the result of this study, the author found that the implementation of environmental practices in small hotel has higher effect on operational performance

			than on the competitiveness.
Min, W.	2011/ Xiamen City, China	<ul style="list-style-type: none"> • Environmental awareness • Environmental behavior 	In this study, the author found that tourists in Xiamen, China has high level environmental concern that lead them to protect their environment.

2.5 Customer's Satisfaction

2.5.1 Concept and Definition of Customer's Satisfaction

Customer satisfy with the product for some reason such as the quality and the performance of the products or services. These are the main factors of customer's satisfaction (Makhdoomi& Nazir, 2016). Makhdoomi& Nazir, (2016) also stated that the outcome of customer's satisfaction can influence their future purchasing and loyalty. Besides that, when the customers satisfy with the products and services, they will spread a positive word-of-mouth about it. Other than that, according to Oliver, (1999), satisfaction can be defined as means of predicting the future purchase of the customers.

When a customer repurchases the product and service in future means that they satisfied with the products and services offered (Zeithml et al., 1996). Reynolds and Arnold, (2000), defined a satisfied customer is when they recommend the products and services to others. This is also known as word-of-mouth which can give good benefits to businesses.

Other than that, McCarthy & Perrault, (2002), added that customer will feel satisfy when they receive products and services that meet with their expectations. It also can be resulted when they received more benefits compare to their cost.

In hotel industry, the most common and popular tool to measure their customer satisfaction is by using *guest comment cards (GCC)*. Based on Gilbert& Horsnell (1998); Su (2004), GCC is placed in visible place such as receptionist counter or distribute it in each room.

Customer satisfaction may be defined the extent to which a firm fulfils a customer's needs and desires in relation to his expectations, prior to receiving the products or service (McCarthy and Perrault, 1979). Thus, customer expectation is the difference between the expectations of the customers before receiving the services and perceptions of the customers after receiving the services. Customer satisfaction mainly depends on the build-up of the perceived value to which the customers have concerning a product or service (Kotler and Armstrong, 2004; 2009). So, customers' satisfaction can reflect a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to the expectations. As per Liu and Yen (2010), customer satisfaction is regarded as customers can get more benefits than their cost. Customer satisfaction is attaining the maximum out of the value invested for a product or a service.

Fournier and Mick (1999) concluded that the concept of satisfaction holds well only when the expectation is positive. Expectations from the customer's point of view are the reference points on which a customer forms a judgement about a service or a product. Customer satisfaction starts with the first contact an organization has with a customer and continues throughout the entire lifetime of the relationship such as the guest cycle

(Reicheld, 1996). Customer satisfaction plays the most important role in total quality management. In comparison with other traditional performance measures, customer satisfaction is probably less sensitive to seasonal fluctuations, changes in costs, or changes in accounting practices (Kotler, 2009). So, for a hotel to carry on in business, it must ensure the satisfaction of needs and wants of the customers continuously, which will eventually lead to a strong customer base.

The hotel industry is a customer bound service and for hotel industries to market themselves as brands it is very important to be customer centric and make sure that their customers get the best of the values. The hospitality manager to ensure that their customers remain continuously satisfied, they must ensure that customers feel welcomed, courteously and efficiently served in a clean, safe and secured environment with the best quality of products sold at a reasonable price (Jones and Newton, 1996).

Among the top three (3) determinants of customers satisfactions are cleanliness, appearance and price. Knutson (1988) stated that room cleanliness and comfort, prompt service, friendliness of employee's convenience of location, safety and security, and are important. Choi and Chu (2001) concluded that staff quality, room qualities and value are the top three factors are free breakfast, airport shuttle, car hire service, atmosphere, security and friendly staff. Atkinson (1988) found out that cleanliness, security, value for money and courtesy of staff can improve the level of satisfaction to the hotel.

2.5.2 Relationship Customer's Satisfaction and Consumer Purchasing Behavior

In hotel industry, customer's satisfaction plays an important role in order for them to have strong customer base. Based on Jones & Newton (1997), hotel manager must ensure that

their customer feel satisfy with their service and make them feel welcomed in the hotel. They must provide clean, safe and convenient environment together with maximum quality of products and services they offered for their customer. Some of the ways for hotel manager can increase their customer's satisfaction is by be a good listener (Chamayne, 2013). As an example, they need to handle any complaints according to their procedure or techniques. Other than that, hotel manager also needs to provide training for their staffs and employees. From this way, they can improve their service quality which also can increase satisfaction from their customer.

Jones et al., (2007), mentioned that hotels need to invest a little bit to increase their quality in terms of their services and products. This is important because it can achieve satisfaction from their customer and resulting to a better relationship with each customer. Thus, the customer will be loyal and purchase or book again to stay in the hotel in future.

Table 2.6
Summary of Past Research on Customer's Satisfaction

Researchers	Year/ Place	Variables	Findings
Amin, I.	2015/ Kahmir, India	<ul style="list-style-type: none"> • Customer satisfaction • Service 	The author found that the customers are very respond towards many service segments. Hotels must ensure that their service can meet the expectation from their

			customers in order to have strong customer base.
Dominici, G., & Guzzo, R.	2010/ Sicily, Italy	<ul style="list-style-type: none"> • Customer satisfaction • Service marketing 	The author found that the level of satisfaction is high in Sporting Hotel of Cefalu. But however, this hotel also has potential to improve the satisfaction from their customer where the author suggested that they need to adapt new and more advanced CRM procedure.
Holjevac, I. A., Marković, S., & Raspor, S.	2009/ Opatija, Croatia	<ul style="list-style-type: none"> • Customer satisfaction • Service quality • Content analysis 	From the result, the author found that guest comment cards (GCC) are not distribute randomly which make the response rates are low. Besides that, the author also found that GCCs do not have effective questions and only few questions are

			related with customer satisfaction.
Jumli¹, A. P., Albattat, A., & Yusof, E.	NI/ Malaysia	<ul style="list-style-type: none"> • Muslim guest satisfaction • Shariah compliant hotel 	The result in this study is that most of customers agree and satisfy with the services provided in Shariah compliant hotels including the foods and beverages. Besides that, the author also found that these kinds of hotels has wider appeal beyond religion which can contribute to Malaysia's as a halal hub for global market.

2.6 Summary of Chapter

As a conclusion, this chapter provides a fundamental understanding and basic concept of this study. In this study have discussed four factors such as green marketing. Shariah compliance, consumer's environmental awareness and consumer's satisfaction that might affect consumer purchasing behavior.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

In this chapter, the methodology used to investigate the relationship between green marketing practices, Shariah compliance, customer's environmental awareness and customer's satisfaction with Muslim customer purchasing behavior in hotel industry. At first part, it will present the research framework, hypothesis development and research design. Besides that, it followed by the explanation about target population and sampling, sampling technique and questionnaire design used in this research. At the end of this chapter, it will be discussed about data collection and how it will be analyzed.

3.1 Theoretical Framework

From the literature review above, the influence of green marketing, Shariah compliance, customer's environmental awareness, customer's satisfaction are the potential factors that can influence the Muslim purchasing behavior. Based on Lederman& Lederman (2015), a valid theoretical framework should be included in all research articles. This is to help in justification the importance and significant of the work. There are four independent variables that required to investigate in this study. The research framework below also purposes that there is positive relationship between the independent variables and dependent variable.

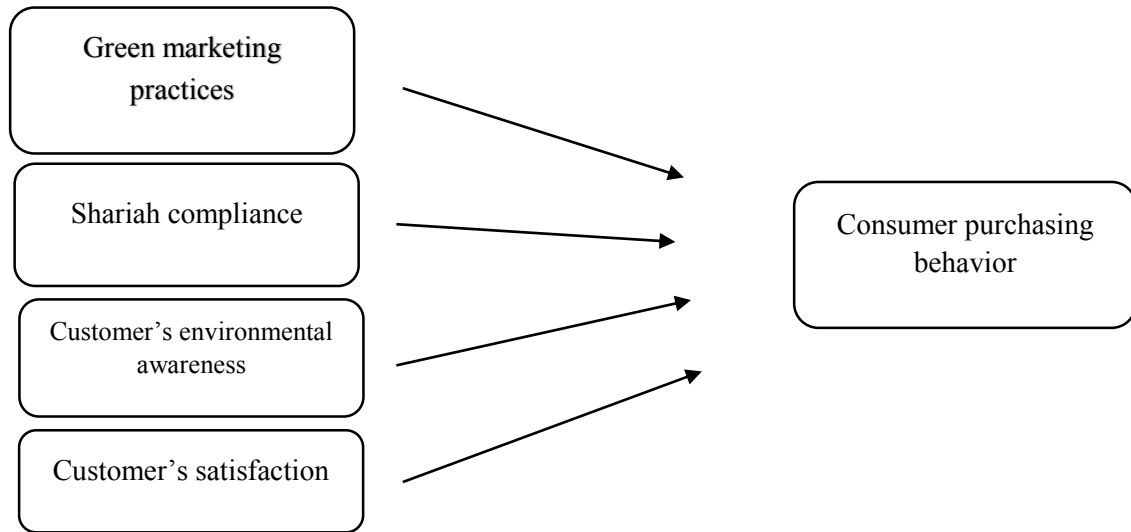


Figure 3.1 Theoretical Framework

3.2 Hypotheses Development

Research hypothesis was developed based on the relationship between each of independent variable and dependent variable as discussed from the previous chapters. The hypothesis developed for this research are as follow:

Hypothesis 1:

H_1 : Green marketing has significant relationship with consumer purchasing behavior in hotel industry.

Hypothesis 2:

H_2 : Shariah compliance has significant relationship with consumer purchasing behavior in hotel industry.

Hypothesis 3:

H_3 : Customer's environmental awareness has significant relationship with consumer purchasing behavior in hotel industry.

Hypothesis 4:

H₄: Customer's satisfaction has significant relationship with consumer purchasing behavior in hotel industry.

3.3 Research Design

The research methods from the previous for the current research will be explained in this part.

The research design is a framework that is include a set of theoretical assumption of a process which begin from collecting, analyzing and understanding of the information to answer the research questions and this research design have its own tools to explore the objective of the research (Kumar, 2006).

Research design can be divided into three (3) types which are qualitative research method, quantitative research method and mix research method. Qualitative research approach also known as inductive approach. This approach is to gather the qualitative information from observation, interview, case study and focus group interview (Mayers, 2009; Smith, Thorpe, & Jackson, 2009).

In addition, Mayers, (2009); Smith, Thorpe, & Jackson, (2009) stated that quantitative research approach is a research that will gather the information in numerously. Quantitative research approach also known as deductive approach. Besides that, Cohen (1980) added that, quantitative research method also can be defined as a social inquiry which involve the implementation of empirical method and empirical statement. Quantitative approach can be characterized as a type of research where a clear phenomenon from collecting and

checking numerous data through statistic method (Creswell, 1994). Mix method approach offered chances to integrate variety of theory perceptions.

Therefore, this research was implemented quantitative approach which a survey method was used to collect data. The data will be collected from questionnaire that distributed to respondents from a Muslim local community in Kedah. Furthermore, the data collected were analyzed by using ‘Statistical Package for Social Science’ (SPSS) version 25.0.

3.4 Population and Sampling

3.4.1 Population

The population of this research is a Muslim local community in Kedah. According to Department of Statistics Malaysia, (2018), the total population in Kedah is 2,144,700. In addition, the total number of Malay population in Kedah is 611,200 which the highest race followed by Chinese, Indian and others ethnic group. The main reason to choose this population is because this population match with the criteria needed to investigate the relationship between green marketing practices, Shariah compliance, environmental awareness, customer’s satisfaction and Muslim purchasing behavior in hotel industry. As discussed from the previous chapters, the issue regarding the awareness towards the environment and Shariah compliance is important to be overcome. Therefore, the choosing of this population can help to investigate more effective to get the best result for this research.

3.4.2 Sample

Sample for this research is 403 respondents of Malay local community in Kedah, Malaysia to complete the questionnaire.

3.4.3 Sample Size Determination

Sample size is determined based on small sample technique which recommended by Krejcie & Morgan (1970), which they came out with a formula to determine the sample size. From the table for determining sample size from a given population below shows that if the population in the range of 611,200 of population, the sample given is 384. But, since this study is using online survey and hard to control the total number of respondents, hence, this study managed to have 403 sample.

TABLE I
Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

Figure 3.2 Table of Sample Size (Krejcie & Morgan, 1970)

3.4.4 Sampling Design

The sampling techniques which has been used in this study is convenience sampling. Convenience sampling is one of non-probability sampling method where the respondents are convenient to respond in the study. This sampling techniques has been used and applied 403 online survey in the study and conducted in the Muslim respondents in Kedah. This technique is suitable it is simple, ease of research, helpful for data collect for the study. (Convenience sampling - Research Methodology)

3.5 Questionnaire Design

This research is using sets of questionnaires as a medium to collect needed data. The data collected for this research was from online survey questionnaire that distributed to Muslim local community in Kedah specifically. Online survey questionnaire is a written set and will distribute to respondent where they can record their responds. In addition, questionnaire usually use to save time and lower cost.

In this research, questionnaire was designed to investigate the issues of low awareness towards the environment and Shariah compliance in Kedah. Respondents are required to evaluate their level of agreement on five (5) points of Likert scale provided which 1 represent 'strongly disagree' followed by 'disagree', 'uncertain', 'agree', 'strongly agree' as shown in the figure below. Questionnaire used in this research is attach below.

Table 3.1

Table of Likert Scale

Scale Strongly Disagree Uncertain Agree Strongly agree

disagree

1	2	3	4	5
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There are three (3) parts in this questionnaire. In the first part, the respondents are required to answer the questions regarding their background such as age, gender, employment, education level, and their hotel booking channel. Besides that, in the second part, the respondents were asked some questions regarding dependent variable in this research which is their purchasing. Meanwhile, in the last part, the respondents were asked some questions regarding independent variables which are green marketing practices, Shariah compliance, environmental awareness and customer's satisfaction which adapt from the previous researchers. The table below is summary of the questions were asked in the questionnaire that been used in this research.

Table 3.2

Questionnaire design

Parts	Items
Part A	Demographic profile
Part B	Consumer purchasing behavior
Part C	Green marketing practices Shariah compliance Environmental awareness Customer's satisfaction

Table 3.3

Sources for each dependent variable and independent variables.

Variables	Sources	No of items
Consumers purchasing behavior	Tang, S. M. (2014); SW Chan, E. (2013).	4
Green marketing practices	Tang, S. M. (2014), SW Chan, E. (2013); Perera, H. L. N., & Pushpanathan, A. (2015).	5
Shariah compliance	Jumli ¹ , A. P., Albattat, A., & Yusof, E.	5
Customer's Environmental awareness	Millar, M., & Baloglu, S. (2008); Mensah, I., & Dei Mensah, R. (2013).	5
Customer's satisfaction	Amin, I. (2015).	5

Table 3.4

Part B: Questionnaire statement related to Consumer Purchasing Behavior

No.	Items
1.	I am willing to pay a higher price for green facilities in hotel.
2.	I am more likely to purchase green product even the quality is as same as non-green product.
3.	I always look for halal logo before I purchase a product.
4.	Green products and services influence me to revisit the hotel again.

Table 3.5

Part C:

Questionnaire statement related to Green Marketing Practices

Green Marketing Practices	
No.	Items
1.	Green marketing practices should start with me to protect the environment.

2.	Hotel should start with green products and service design (eg: room sensors to save energy in guest rooms) to be green hotel marketing.
3.	I prefer more on organic foods compare to artificial foods.
4.	I prefer natural decorations in hotel compare to artificial decorations.
5.	Hotel management have proper water and energy management system.

Table 3.6

Questionnaire statement related to Shariah compliance

Shariah Compliance	
No.	Items
1.	I prefer staying in hotel that has no bars and night clubs.
2.	Quran, prayer mats and direction should be provided by the hotel.
3.	Food and beverages in hotel must have halal certificate in hotel's café and each room.
4.	Facilities provided by the hotel such as spa and gym must be separated according to gender.
5.	I feel comfortable when dealing with hotel's staff who have proper dress code.

Table 3.7

Questionnaire statement related to Customer's awareness

Customer's environmental awareness	
No.	Items
1.	I always recycle cans, bottles and papers.
2.	I always buy organic groceries.
3.	I do not mind using key cards to turn power for my room in hotel.

4.	I do not mind using energy saving bulbs in my sleeping area and guest bathroom in hotel.
5.	I am more likely to book a hotel that is responsible towards the environment.

Table 3.8

Questionnaire statement related to Customer's satisfaction

Customer's satisfaction	
No.	Items
1.	The food provided by the hotel is good quality and halal.
2.	Cleanliness and comfort of the hotel is good.
3.	Products and services provided by the hotel are environmentally friendly.
4.	The interior decoration of the hotel is following Shariah compliance.
5.	The dress code of hotel's staff is following the Shariah compliance.

3.6 Data Collection Method

In this research, the data was collected from two (2) sources which are primary data and secondary data.

3.6.1 Primary Data

Primer data is a data that is collected from structured questionnaire. The responds from the respondents in the questionnaire is the best way to get full and fast responds in a short term. It also can help the respondent that have inquiries regarding the questionnaire will be explained immediately. Primary data in this research is from 403 sets of questionnaires and were distributed through online to Muslim local community in Kedah. The online survey

was posted through Whatsapp application and Facebook page. The questionnaire in this research is using 'Likert scale' to help respondents to answer the questions.

3.6.2 Secondary Data

Secondary data used in this research are from external sources. The external sources used in this research are from internet journal, articles, websites and online publishing. Most of the secondary data used is to support the statement in this research.

3.7 Pilot Test

In this study, the researcher has carried out the pilot test from the respondents that are similar to real study. The research questions and hypothesis of this study measures five main variables, consumer purchasing behavior, green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction. Each of the variable was measured by a list of questions item using a Likert type scale.

A pilot test was performed among the Muslim local community in Kedah, Malaysia. Thirty number of respondents of Muslim local community were selected to participate in the pilot test. The pilot test aims to ensure every respondent understand the question in the questionnaire. The pilot test can assist to improve the questionnaire development and pre-testing before implementing in bigger scale.

3.8 Data Analysis Strategy

The current study used quality assurance as the dependent variable, while physical facilities, employee commitment, employee competencies and communication as independent variable. In this study, Statistical Package for Social Science (SPSS version

25.0) software is used to analyze questionnaire data. Besides, reliability test is used to measure the validity. Not only this, descriptive analysis is used to measure the individual demographic characteristics.

3.9 Reliability Test

Based on Joppe (2000), reliability can be defined as the outcomes which consistent and can reproduced under same methodology are considered reliable. It contains the idea of replicability or repeatability of result (Golafshani, 2003). Other than that, according to Sekaran & Bougie (2016), reliability implies as to the extent of study without bias and achieve the result of stability and internal consistency. Therefore, in this research, researcher intended to do interitem consistency reliability to measure the answer of all item whether correlated with each other. Hence, Cronbach's alpha is used to test the items. If the Cronbach's Alpha value is greater than 0.7, the internal consistency is acceptable.

3.10 Validity Test

According to Sekaran & Bougie (2016), validity is determine through measuring instrument to tap the concept. In this study, researcher used face validity and construct validity. Face validity used the items to measure the concept while construct validity used the result measurement fit with the theories. One of the reason validity test used to measure the factor analysis, using multivariate technique to examine the most appropriate item for each variable (Sekaran & Bougie, 2016). Therefore, this test is needed to truly measure the result of the study.

3.11 Factor Analysis

Based on UtrechtUniversity (2012), factor analysis tend to identify variables, factors, correlations among measurement items. Factor analysis is used to summarize data into a small number of factors from larger number of variables. Moreover, Andale (2017) stated that Kaiser-Meyer-Olkin (KMO) test is measure of sampling adequacy of variable which is suitable for factor analysis. For instance, one of the rule of thumb for KMO values between 0.8 and 1 implies that sampling is adequate.

3.12 Data Screening

Data screening is the process of ensuring your data is reliable and valid for further statistical analyses (Gaskin, 2016).

3.12.1 Missing Value

According to Armitage, Godzien, Alonso-Herranz, López-González, & Barbas (2015), missing values can lead to inaccurate statistical analysis and interpretation of data. Missing value is important as it will impact the result of the study. Some example of missing value such as noncoverage, total nonresponse, and item nonresponse (Cheema, 2014).

3.13 Inferential Analysis

According to Sekaran & Bougie (2016), inferential analysis is the relationship between different group and inference from statistical results through sample to population. It consists of correlation, t-test, ANOVA, multiple regression analysis and so on.

3.13.1 Pearson's Correlation Analysis

Pearson's correlation analysis is used to measure the relationship between two variables in the study. In addition, it will provide result, strength and significance of bivariate relationship (Sekaran & Bougie, 2016).

In fact, the symbol of correlation coefficients named as 'r' and the sign ranged from +1 to -1. Value of +1 shows positive relationship while -1 show negative relationship.

3.13.2 Multiple Regression Analysis

Multiple Regression is a statistical analysis that examine the few independent variables that related to dependent variable and use for accurate predictions (Lynch, 2013). In addition, the aim of conduct this analysis is to examine the relationship that happen between dependent variable and independent variable as stated in the hypothesis. Multiple regression analysis provides the most significant factors that influenced the Muslim consumer purchasing behavior.

3.14 Summary of the Chapter

As a conclusion, this chapter summarized the research methodology such as theoretical framework, hypothesis development, research design, population and sampling, questionnaire design and data collection method.

CHAPTER 4

THE FINDINGS AND RESULTS

4.0 Introduction

This chapter will present the findings of data analysis accordingly with research methodology that had discussed from previous chapter. There are various factors that influence consumer purchasing behavior in hotel industry at Kedah. This study will discuss four factors which are green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction.

The results from data collected of the study and are presented in two sections. The first section provides the descriptive statistics of demographic of the respondents which are their age, gender, employment, education level also their hotel booking channel. Besides that, the second section will show the result of hypothesis testing. This research tested the hypothesis by using correlation and regression analysis.

4.1 Demographic Profile of Respondents

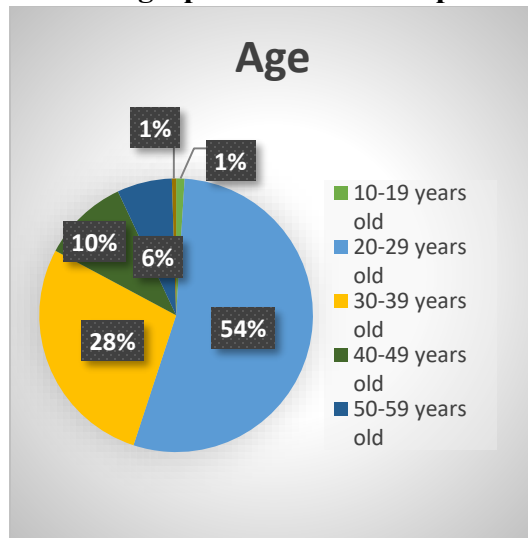


Figure 4.1

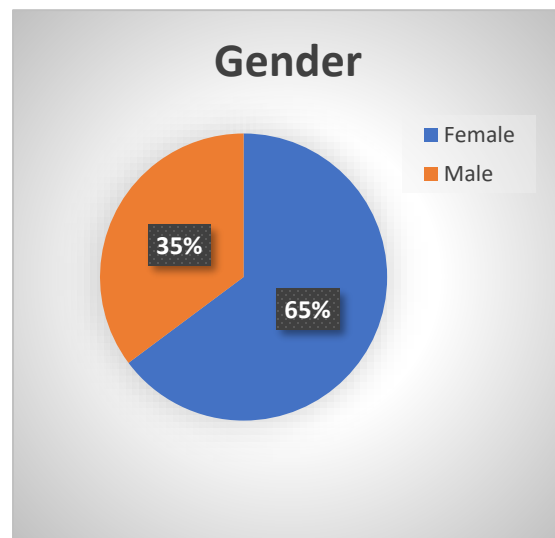


Figure 4.2

Figure 4.1 above summarizes the age of 403 respondents from range 10 to above 60 years old. The highest respondents are 54% equal to 218 respondents are 20-29 years old followed by 28% equal to 112 respondents are from 30-39 years old. Another 10% equal to 41 respondents are 40-49 years old, 6% equal to 26 respondents are 50-59 years old. The least respondents are at age range of 10-19 years old and above 60 years old with 1% each which equal to 4 respondents and 2 respondents respectively. Besides that, Figure 4.2 above shows the gender of respondents where 261 respondents with 65% are female and the remaining of 142 respondents with 35% are male.

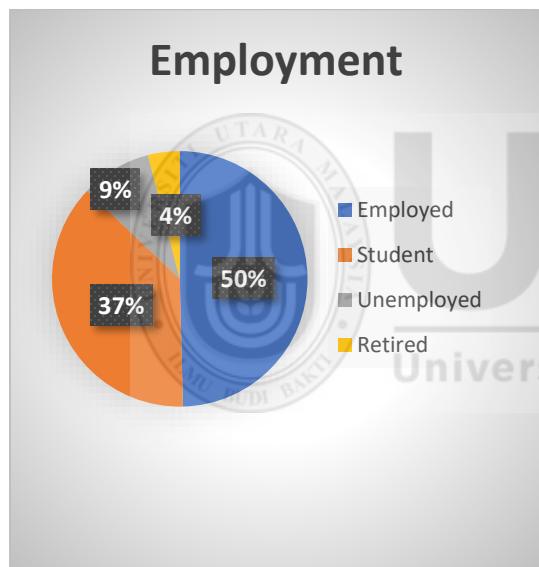


Figure 4.3

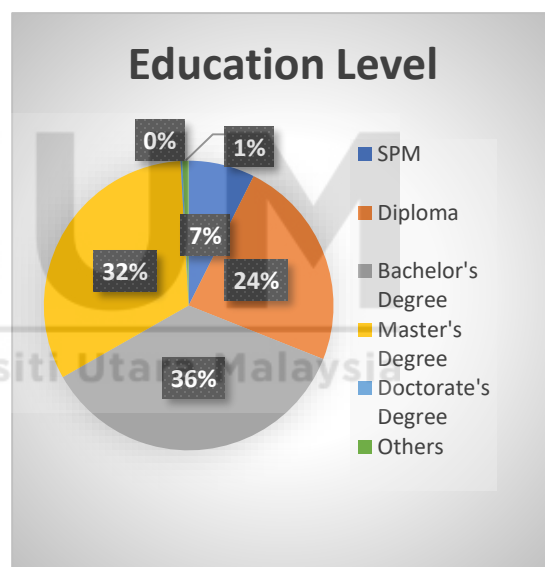


Figure 4.4

Figure 4.3 above shows the employment of respondents where half of the respondents are employed with 200 respondents. Second highest respondents are students with 37% equal to 151 respondents. Another 9% which equal to 36 respondents are unemployed and the least 4% which equal to 16 respondents are retired. Figure 4.4 shows education level of respondents where the highest 36% which equal to 144 respondents are Bachelor's degree followed by Master's degree and Diploma with 32% (130 respondents) and 24% (95 respondents) respectively. Another 7% which equal to 20 respondents are SPM. 1% of

respondents are others which are SKM (1 respondent) and STPM (2 respondents) and the remaining 1 respondent are Doctorate's degree.

4.2 Consumer's hotel booking channel

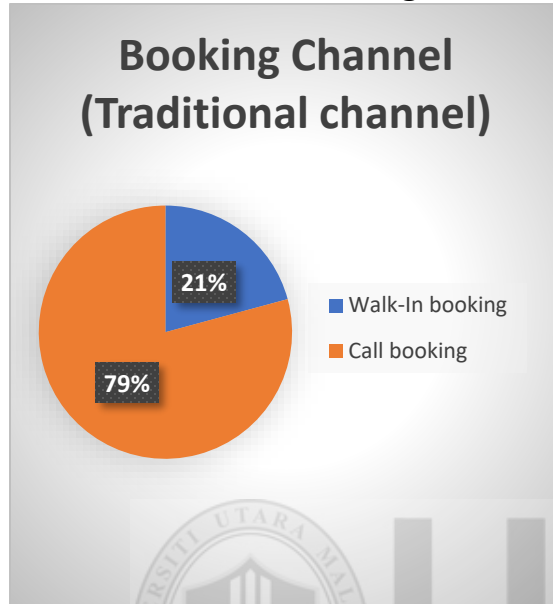


Figure 4.5

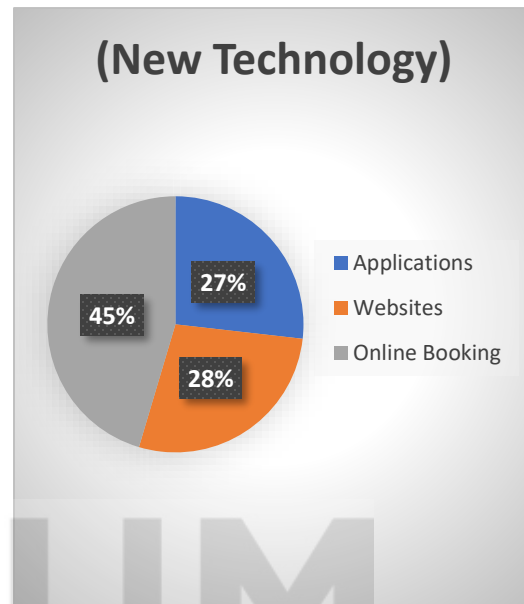


Figure 4.6

Figure 4.5 and Figure 4.6 shows consumer's hotel booking channel by using traditional channel such as walk-in booking or call booking and by using new technology such as applications, websites and online booking. Figure 4.5 shows most of the respondents use call booking as their traditional channel which 79% and equivalent to 319 respondents and the remaining 84 respondents use walk-in booking directly to the hotel. In addition, Figure 4.6 shows that majority of the respondent with 45% which equivalent to 183 respondents use online booking, 28% which equivalent to 112 respondents use hotel's websites and 27% which equivalent to 108 respondents use applications such as Trivago, Traveloka, Agoda and Kayak.

4.3 Reliability Test

Reliability can be defined as the results which are consistent. Reliability also can reproduce under same methodology that are considered reliable (Joppe, 2000). In addition, according Sekaran& Bougie, (2016), reliability is to extent of study without bias and the result stability and consistency. They added more that if the value of Cronbach's Alpha is greater than 0.7 is at acceptable level meanwhile less than 0.7 is considered weak or poor level.

The result of reliability test for pilot test are shown in the Table 4.1 below:

Table 4.1
Reliability Test Result for Pilot Test

<i>Variable</i>	<i>No of item</i>	<i>Cronbach's Alpha</i> <i>N= 30</i>
<i>Consumer Purchasing Behavior</i>	4	0.720
<i>Green Marketing</i>	5	0.768
<i>Shariah Compliance</i>	5	0.734
<i>Customer's Environmental Awareness</i>	5	0.795
<i>Customer's Satisfaction</i>	5	0.759

The reliability result shows the Cronbach's Alpha value greater than 0.7 which for consumer purchasing behavior, green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction are 0.720,0.768, 0.734, 0.795 and 0.759 respectively. Therefore, based on Sekaran& Bougie, (2016), the value of measurement for both dependent and independent variables is were excellent because the value are more than 0.7

4.4 Screening Data

The distributed data were reviewed to identify and determine the accuracy and exact of data entry, remote data and the characteristics of the distribution before running the main analysis in the study. Therefore, for this study, the data screening was conducted by

analyzing the basic descriptive statistics and frequency distribution to identify if any missing data available. The result of descriptive data showed that there was no missing data from 403 online questionnaires that responded by the respondents.

4.4.1 Missing Data

Based on regression analysis, there was no missing data founded. Therefore, all the 403 respondents used in the subsequent analysis.

4.5 Factor Analysis

The function of factor analysis is to identify the factors of discrimination and concentration for items clustered in certain dimensions in the study. Before analysis is carrying out, a test prerequisite must be tested first before proceeding to the process of factor analysis. This test prerequisite includes *Kaiser-Meyer-Olkin* (KMO) and *Barlett's Test of Sphericity*. Based on Meyer et al., (2006), KMO test is to measure and calculate the ability of sampling which the value must be greater than 0.5 to continue further measurements.

Besides that, the researcher will refer to Eigenvalue and Eigenvalue cumulative in order to identify the number of fundamental factors. Eigenvalue must greater than or equal to 1 and Eigenvalue cumulative must be more than or equal to 60%. According to Meyer et al., (2006), to show the items that accumulate in certain factors, the value of loading factor must 0.5 or greater will be collected in the same factor.

4.5.1 Analysis Consumer Purchasing Behavior

Based on the analysis performed on the consumer purchasing behavior, KMO value was 0.643 and Bartlett's sig is a value of $p = 0.000$. KMO value is significant and can be forwarded to factor analysis.

Table 4.2

KMO and Bartlett's test of Consumer Purchasing Behavior

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.643
Bartlett's Test of Sphericity	<i>Approx. Chi-Square</i>	189.16
		1
	<i>Df</i>	10
	<i>Sig.</i>	.000

Table 4.3

Eigenvalue and Cumulative Percentage Variance for Consumer Purchasing Behavior

Total Variance Explained

<i>Componen t</i>	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.889	37.778	37.778	1.889	37.778	37.778
2	.990	19.795	57.573			
3	.878	17.557	75.130			
4	.706	14.117	89.247			
5	.538	10.753	100.000			

Extraction Method: Principal Component Analysis.

Table 4.4

Matrix Components of Consumer Purchasing Behavior

No	Items	Loading Factor
1	I am willing to pay a higher price for green facilities in hotel.	0.690
2	I am more likely to purchase green product even the quality is as same as non-green product.	0.714

3	I always look for halal logo before I purchase a product.	0.517
4	Green products and services influence me to revisit the hotel again.	0.710

The table above shows that all the 4 items can be used in the analysis. The results of the analysis of the factors comprising the item 1, 2, 3, and 4 have *Eigenvalue* is 1.889 with cumulative value of 37.778%.

4.5.2 Analysis Green Marketing

Based on the analysis performed on the green marketing, KMO value was 0.700 and Bartlett's sig is a value of $p = 0.000$. KMO value is significant and can be forwarded to factor analysis.

Table 4.5
KMO and Bartlett's test of Green Marketing
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.700
Bartlett's Test of Sphericity	Approx. Chi-Square	222.13
		5
	Df	10
	Sig.	.000

Table 4.6
Eigenvalue and Cumulative Percentage Variance for Green Marketing
Total Variance Explained

Componen t	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.030	40.597	40.597	2.030	40.597	40.597
2	.946	18.926	59.523			
3	.790	15.802	75.325			
4	.668	13.368	88.694			
5	.565	11.306	100.000			

Table 4.7

Matrix Components of Green Marketing

No.	Items	Loading Factor
1.	Green marketing practices should start with me to protect the environment.	0.662
2.	Hotel should start with green products and service design (eg: room sensors to save energy in guest rooms) to be green hotel marketing.	0.685
3.	I prefer more on organic foods compare to artificial foods.	0.528
4.	I prefer natural decorations in hotel compare to artificial decorations.	0.702
5.	Hotel management have proper water and energy management system.	0.594

The table above shows that all the 5 items can be used in the analysis. The results of the analysis of the factors comprising the item 1, 2, 3, 4, and 5 have *Eigenvalue* is 2.030 with cumulative value of 40.597%.

4.5.3 Analysis Shariah Compliance

Based on the analysis performed on the Shariah compliance, KMO value was 0.817 and Bartlett's sig is a value of $p = 0.000$. KMO value is significant and can be forwarded to factor analysis.

Table 4.8
KMO and Bartlett's test of Shariah Compliance

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.817
Bartlett's Test of Sphericity	<i>Approx. Chi-Square</i>	700.31
		9
	<i>Df</i>	10
	<i>Sig.</i>	.000

Table 4.9
Eigenvalue and Cumulative Percentage Variance for Shariah Compliance
Total Variance Explained

Componen t	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.964	59.282	59.282	2.964	59.282	59.282
2	.711	14.211	73.493			
3	.538	10.761	84.253			
4	.439	8.785	93.038			
5	.348	6.962	100.000			

Extraction Method: Principal Component Analysis.

Table 4.10
Matrix Components of Shariah Compliance

No.	Items	Loading Factor
1.	I prefer staying in hotel that has no bars and night clubs.	0.753
2.	Quran, prayer mats and direction should be provided by the hotel.	0.820
3.	Food and beverages in hotel must have halal certificate in hotel's café and each room.	0.775
4.	Facilities provided by the hotel such as spa and gym must be separated according to gender.	0.706

5.	I feel comfortable when dealing with hotel's staff who have proper dress code.	0.709
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The table above shows that all the 5 items can be used in the analysis. The results of the analysis of the factors comprising the item 1, 2, 3, 4, and 5 have *Eigenvalue* is 2.964 with cumulative value of 59.282%.

4.5.4 Analysis Customer's Environmental Awareness

Based on the analysis performed on the customer's awareness, KMO value was 0.595 and Bartlett's sig is a value of $p = 0.000$. KMO value is significant and can be forwarded to factor analysis.

Table 4.11
KMO and Bartlett's test of Customer's Environmental Awareness
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.595
Bartlett's Test of Sphericity	<i>Approx. Chi-Square</i> 344.92
	8
	<i>Df</i> 10
	<i>Sig.</i> .000

Table 4.12
Eigenvalue and Cumulative Percentage Variance for Customer's Environmental Awareness

Componen t	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.000	39.997	39.997	2.000	39.997	39.997
2	1.261	25.211	65.209	1.261	25.211	65.209
3	.787	15.735	80.943			
4	.596	11.923	92.866			
5	.357	7.134	100.000			

Table 4.13

Matrix Components of Customer's Environmental Awareness

No.	Items	Loading Factor
1.	I always recycle cans, bottles and papers.	0.855
2.	I always buy organic groceries.	0.773
3.	I do not mind using key cards to turn power for my room in hotel.	0.849
4.	I do not mind using energy saving bulbs in my sleeping area and guest bathroom in hotel.	0.884
5.	I am more likely to book a hotel that is responsible towards the environment.	0.548

The table above shows that all the 5 items can be used in the analysis. The results of the analysis of the factors comprising the item 1, 2, 3, 4, and 5 have *Eigenvalue* is 2.000 with cumulative value of 39.997%.

4.5.5 Analysis Customer's Satisfaction

Based on the analysis performed on the customer's satisfaction, KMO value was 0.767 and Bartlett's sig is a value of $p = 0.000$. KMO value is significant and can be forwarded to factor analysis.

Table 4.14

KMO and Bartlett's test of Customer's Satisfaction

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	686.184

<i>Df</i>	10
<i>Sig.</i>	.000

Table 4.15
Eigenvalue and Cumulative Percentage Variance for Customer's Satisfaction
Total Variance Explained

<i>Componen</i> <i>t</i>	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.849	56.974	56.974	2.849	56.974	56.974
2	.886	17.728	74.701			
3	.524	10.485	85.187			
4	.410	8.196	93.383			
5	.331	6.617	100.000			

Extraction Method: Principal Component Analysis.

Table 4.16
Matrix Components of Customer's Satisfaction

No.	Items	Loading Factor
1.	The food provided by the hotel is good quality and halal.	0.737
2.	Cleanliness and comfort of the hotel is good.	0.717
3.	Products and services provided by the hotel are environmentally friendly.	0.818
4.	The interior decoration of the hotel is following Shariah compliance.	0.755
5.	The dress code of hotel's staff is following the Shariah compliance.	0.742

The table above shows that all the 5 items can be used in the analysis. The results of the analysis of the factors comprising the item 1, 2, 3, 4, and 5 have *Eigenvalue* is 2.849 with cumulative value of 56.974%.

4.6 Mean and Standard Deviation

Mean is to identify the average rate of central tendency and standard deviation is to identify the dispersion for interval and ratio scaled of given data (Sekaran& Bougie, 2016). Therefore, mean and standard deviation was used to measure the relationship between the variables in this study.

Table 4.17
Mean and Standard Deviation of Variables

Variables	Mean	Standard Deviation
Consumer Purchasing Behavior	4.1775	0.84825
Green Marketing	4.2080	0.80940
Shariah Compliance	4.7000	0.61340
Customer's Environmental Awareness	3.9880	2.15600
Customer's Satisfaction	4.1620	0.81840

Table 4.17 showed the mean and standard deviations of all variables include dependent and independent variables for this study. The Shariah compliance variable has the highest mean value of 4.7000 while customer's environmental awareness variable has the lowest mean value which is 3.9880.

4.6.1 Consumer's Purchasing Behavior

Table 4.18
Mean and Standard Deviation of Consumer's Purchasing Behavior

Consumer's Purchasing Behavior	Mean	Std. Deviation
I am willing to pay a higher price for green facilities in hotel.	3.70	1.067

I am more likely to purchase green product even the quality is as same as non-green product.	4.20	0.897
I always look for halal logo before I purchase a product.	4.77	0.576
Green products and services influence me to revisit the hotel again.	4.04	0.853

Table 4.18 above shows the mean and standard deviation scores of dependent variables, consumer's purchasing behavior in hotel industry. From Table 4.18, the major factor of mean scores for consumer's purchasing behavior is the item 'I always look for halal logo before I purchase a product' with value of 4.77. Meanwhile, the item 'I am willing to pay a higher price for green facilities in hotel' has the lowest mean value which is 3.70. Therefore, in general, the positive high mean values show that most of the 403 respondents in Kedah that participated in this study have adopted green and Shariah compliance behavior in purchasing products or services.

4.6.2 Green Marketing

Table 4.19
Mean and Standard Deviation of Green Marketing

Factors: <i>Green marketing</i>	Mean	Std. Deviation
Green marketing practices should start with me to protect the environment.	4.46	0.763

Hotel should start with green products and service design (eg: room sensors to save energy in guest rooms) to be green hotel marketing.	4.16	0.707
I prefer more on organic foods compare to artificial foods.	3.81	0.965
I prefer natural decorations in hotel compare to artificial decorations.	4.44	0.784
Hotel management have proper water and energy management system.	4.17	0.828

Based on mean and standard deviation of green marketing in Table 4.19 above, the major factor of measuring green marketing value is the item 'Green marketing practices should start with me to protect the environment' with a value of 4.46 and the lowest mean with a value of 3.81 were for item 'I prefer more on organic foods compare to artificial foods. Therefore, in general, the positive high mean values show that most of the 403 respondents in Kedah that participated in this study have adopted green and Shariah compliance behavior in purchasing products or services.

4.6.3 Shariah Compliance

Table 4.20
Mean and Standard Deviation of Shariah Compliance

Shariah Compliance		
I prefer staying in hotel that has no bars and night clubs.	4.74	0.635
Quran, prayer mats and direction should be provided by the hotel.	4.79	0.519

Food and beverages in hotel must have halal certificate in hotel's café and each room.	4.70	0.581
Facilities provided by the hotel such as spa and gym must be separated according to gender.	4.58	0.756
I feel comfortable when dealing with hotel's staff who have proper dress code.	4.69	0.576

The mean and standard deviation of the independent variable 'Shariah Compliance' is shown in the Table 4.20 above. Based on the result, the most dominant factor in measuring Shariah Compliance value is the item 'Quran, prayer mats and direction should be provided by the hotel' which have the value of 4.79. Meanwhile, the item 'Facilities provided by the hotel such as spa and gym must be separated according to gender' has the lowest mean value which is 4.58. Therefore, in general, the positive high mean values show that most of the 403 respondents in Kedah that participated in this study have adopted green and Shariah compliance behavior in purchasing products or services.

4.6.4 Customer's Environmental Awareness

Table 4.21

Mean and Standard Deviation of Customer's Environmental Awareness

Customer's Environmental Awareness		
I always recycle cans, bottles and papers.	3.40	1.006
I always buy organic groceries.	3.37	0.933

I do not mind using key cards to turn power for my room in hotel.	4.43	0.734
I do not mind using energy saving bulbs in my sleeping area and guest bathroom in hotel.	4.50	0.777
I am more likely to book a hotel that is responsible towards the environment.	4.24	7.33

Mean and standard deviation of the independent variable ‘Customer’s Environmental Awareness’ is shown in the Table 4.21 above. The most dominant factor in measuring customer’s environmental awareness value is the item ‘I do not mind using energy saving bulbs in my sleeping area and guest bathroom in hotel’ which have the equal mean value of 4.50. Meanwhile, the item ‘I always buy organic groceries’ has the lowest mean value which is 3.37. Therefore, in general, the positive high mean values show that most of the 403 respondents in Kedah that participated in this study have adopted green and Shariah compliance behavior in purchasing products or services.

4.6.5 Customer’s Satisfaction

Table 4.22

Mean and Standard Deviation of Customer’s Satisfaction

Customer’s Satisfaction		
The food provided by the hotel is good quality and halal.	4.23	0.758
Cleanliness and comfort of the hotel is good.	4.55	0.634
Products and services provided by the hotel are environmentally friendly.	4.23	0.743

The interior decoration of the hotel is following Shariah compliance.	4.09	0.846
The dress code of hotel's staff is following the Shariah compliance.	3.71	1.111

Table 4.22 above presents the mean and standard deviation of the independent variable 'Customer's Satisfaction'. The most dominant factor in measuring customer's satisfaction value is the item 'Cleanliness and comfort of the hotel is good' with a value of 4.55. Other than that, the item 'The dress code of hotel's staff is following the Shariah compliance' is the lowest mean value which is 3.71. Therefore, in general, the mean values from Table 4.18, Table 4.19, Table 4.20, Table 4.21 and Table 4.22 suggested that the 403 respondents in Kedah that were involved in this study adopted the factors that influence consumer to green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction in hotel industry.

4.7 Results of The Pearson Correlation Analysis

The Pearson correlation analysis usually will result between -1 and +1 to identify the relationship between two variables (Reimann, Filzmoser, Garret& Dutter, 2008). Besides that, based on Sulaiman et al. (2013), Pearson correlation value can be categorized as in Table 4.23 below:

Table 4.23
Pearson Correlation Categories

<i>Value</i>	<i>Class</i>
0.1-0.29	Small
0.3-0.49	Medium
0.5- 1.00	Strong

(Sulaiman et al., 2013)

Table 4.24
Result of The Pearson Correlation Analysis between Dependent Variable and Independent Variables

	Consumer purchasing behavior	Green marketing	Shariah compliance	Environmental Awareness	Customer satisfaction
Consumer purchasing behavior	1	.518**	.334**	.380**	.312**
	.000	.000	.000	.000	.000
	403	403	403	403	403
Green marketing	.518**	1	.439**	.504**	.492**
	.000	.000	.000	.000	.000
	403	403	403	403	403
Shariah compliance	.334**	.439**	1	.335**	.329**
	.000	.000	.000	.000	.000
	403	403	403	403	403
Environmental Awareness	.380**	.504**	.335**	1	.296**
	.000	.000	.000	.000	.000
	403	403	403	403	403
Customer satisfaction	.312**	.492**	.329**	.296**	1
	.000	.000	.000	.000	.000
	403	403	403	403	403

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.24 above summarizes the results of the correlation between consumer purchasing behavior and the implementation of green marketing and Shariah compliance in hotel industry of the 403 respondents that participated in this study.

The result of Table 4.24 shows that green marketing is have positively strong significant relationship with consumer purchasing behavior with correlation coefficient value of 0.518. In particular, it can be concluded that most of the respondents knows about green marketing, the greater their green behavior ($r=0.518$, $p< 0.001$). The Pearson correlation is strong in the range of 0.5 to 1.0.

As for the relationship of Shariah compliance and consumer purchasing behavior, the result based on Table 4.24 indicate that Shariah compliance positively medium significant relationship with consumer purchasing behavior with correlation coefficient value of 0.334. Therefore, it can be concluded that some of the respondents knows about Shariah compliance ($r=0.334$, $p< 0.001$). The Pearson correlation is medium in the range of 0.3 to 0.5.

With regard to the customer's environmental awareness, the result in Table 4.24 shows that it has positively medium significant relationship with consumer purchasing behavior with correlation coefficient value of 0.380. Therefore, it can be concluded that some of the respondents have environmental awareness ($r=0.380$, $p< 0.001$). The Pearson correlation is medium in the range of 0.3 to 0.5.

Finally, as presented in Table 4.24, the result shows that customer satisfaction has positively medium significant relationship with consumer purchasing behavior with correlation coefficient value of 0.312. Therefore, it can be concluded that some of the respondents are satisfy with the implementation of green marketing and Shariah compliance in hotel industry ($r=0.312$, $p< 0.001$). The Pearson correlation is medium in the range of 0.3 to 0.5.

4.8 Multiple Regression Analysis

Regression analysis is to determine whether the variables has a relationship with dependent variable or not (Hair et al., 2006). Based on Cohen (1992), his regression rule of thumb are as follow:

Table 4.25

Regression Rule of Thumb

<i>R²</i>	<i>Effect size</i>
0.01	Weak
0.10	Moderate
0.26	Substantial

(Cohen, 1992)

4.8.1 Hypothesis One

Hypothesis 1: Green marketing has significant relationship with consumer purchasing behavior in hotel industry.

Linear regression analysis was implemented to identify whether green marketing has a relationship with consumer purchasing behavior or not. Based on the result from Table 4.26 below, it revealed that there was a positive relationship between both variables at the significant level 0.000. The adjusted R² shows the significant 26.7% of green marketing predictors on consumer purchasing behavior. Hence, hypothesis one is accepted.

Table 4.26

Model Summary between Green Marketing and Consumer Purchasing Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.518 ^a	.269	.267	2.30008

a. Predictors: (Constant), Green Marketing

4.8.2 Hypothesis Two

Hypothesis 2: Shariah compliance has significant relationship with consumer purchasing behavior in hotel industry.

Linear regression analysis was implemented to identify whether Shariah compliance has a relationship with the both variables or not. The result from Table 4.27 below indicated that there was a positive relationship at the significant level 0.000. The adjusted R² shows the significant 10.9% of Shariah compliance predictors on consumer purchasing behavior. Therefore, hypothesis two is accepted.

Table 4.27

Model Summary between Shariah Compliance and Consumer Purchasing Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334 ^a	.111	.109	2.53535

a. Predictors: (Constant), Shariah Compliance

4.8.3 Hypothesis Three

Hypothesis 3: Customer's environmental awareness has significant relationship with consumer purchasing behavior in hotel industry.

Linear regression analysis was implemented to analyze whether environmental awareness have a relationship with consumer purchasing behavior or not. From the result Table 4.28 below, it indicated that there was a positive relationship between both variables at the significant level 0.000. The adjusted R^2 shows the significant 14.2% of environmental awareness predictors on consumer purchasing behavior. Hence, hypothesis three is accepted.

Table 4.28

Model Summary between Customer's Environmental Awareness and Consumer Purchasing Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.380 ^a	.144	.142	2.48800

a. Predictors: (Constant), Customer's Environmental Awareness

4.8.4 Hypothesis Four

Hypothesis 4: *Customer's satisfaction has significant relationship with consumer purchasing behavior in hotel industry.*

Linear regression analysis was implemented to analyze whether customer's satisfaction have a relationship with consumer purchasing behavior or not. Based on the result on Table 4.29 revealed that there was a positive relationship between both variables at the significant level 0.000. The adjusted R^2 shows the significant 9.5% of customer's satisfaction predictors on consumer purchasing behavior. Hence, hypothesis four is accepted.

Table 4.29

Model Summary between Customer's Satisfaction and Consumer Purchasing Behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.312 ^a	.098	.095	2.55500

a. Predictors: (Constant), Customer's Satisfaction

From the results above, the value of R^2 is low which lower than 0.5 (50%). This is somehow due to any field that attempts to predict human behavior will typically has R^2 values lower than 50%. Human behaviors are sometime hard to predict (Minitab, 2013).

Table 4.30

Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.774	1.298		4.449	.000
	Green Marketing	.395	.058	.377	6.817	.000
	Shariah Compliance	.120	.054	.105	2.201	.028
	Customer's Environmental Awareness	.145	.051	.140	2.842	.005
	Customer's Satisfaction	.044	.042	.051	1.047	.296

a. Dependent Variable: Consumer Purchasing Behavior

Table 4.30 shows the one-way ANOVA. Based on Table 4.30, the multiple analysis showed that all independent (green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction) have a relationship with dependent variable (consumer purchasing behavior) when $F = 42.494$ and $p = 0.000$. The result of this test also indicated that all independent variables had positive beta coefficient value as green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction had 0.377, 0.105, 0.140 and 0.051 respectively.

From the result, it also indicated that not all independent variables showed a significant relationship as the significant level which p value equal to 0.01 and 0.05. This is supported by green marketing= 0.000, Shariah compliance= 0.028, customer's environmental awareness= 0.005 and customer's satisfaction= 0.296.

4.9 Summary of Hypotheses Testing

Therefore, the result summary of hypothesis testing shown in the Table 4.31 below:

Table 4.31

Summary of the Results of the Hypotheses Testing

Hypotheses	Results
H1: Green marketing has significant relationship with consumer purchasing behavior in hotel industry.	Accepted
H2: Shariah compliance has significant relationship with consumer purchasing behavior in hotel industry.	Accepted
H3: Customer's environmental awareness has significant relationship with consumer purchasing behavior in hotel industry.	Accepted
H4: Customer's satisfaction has significant relationship with consumer purchasing behavior in hotel industry.	Accepted

4.9 Summary of the Chapter

The main purpose of this study was to investigate the purchasing behavior from the customers towards the implementation of green marketing and Shariah compliance in hotel industry. The result of the study presented in this chapter showed that some of the respondents adopted green marketing behavior and Shariah compliance as they are

purchasing products or services in hotel industry. Accordingly, the following chapter which is the final chapter will suggest and offer the conclusion and some recommendations of the study.



CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.0 Introduction

Based on the findings from the previous chapter that found in this study, this final chapter will present its conclusion and recommendation. This chapter begins by the discussion from the first chapter to the findings. Then follows with the implications of this study. Next, this chapter will also include the limitations of the study. And finally, there are some suggestions for future research in this area.

5.1 Discussion of the Findings

The section will have the discussion on the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction towards Muslim consumer purchasing behavior in hotel industry at Kedah. There are four objectives in this study which are:

1. To investigate the relationship between green marketing and consumer purchasing behavior in hotel industry.
2. To examine the relationship between Shariah compliance and consumer purchasing behavior in hotel industry.
3. To investigate the relationship between customer's environmental awareness and consumer purchasing behavior in hotel industry.
4. To determine the relationship between customer's satisfaction and consumer purchasing behavior in hotel industry.

5.2 Summary of Findings

5.2.1 To investigate the relationship between green marketing and consumer purchasing behavior in hotel industry.

The first objective is to investigate the relationship between green marketing and consumer purchasing behavior in hotel industry at Kedah. Therefore, the first hypothesis is used to investigate whether there is a relationship between green marketing and consumer purchasing behavior. According to the correlation analysis, it is proven that there are strong and positive relationship between green marketing and consumer purchasing behavior. This implies that if the hotel industry wishes to improve consumer purchasing behavior, the consumer purchasing behavior in terms of green marketing should be consider gaining a continuous improvement in hotel industry.

The results of the study are aligned with the previous studies that investigate the relationship between green marketing and consumer purchasing behavior in hotel industry. Furthermore, according to Perera & Pushpanathan, (2015), the findings showed that customer satisfaction in Ranweli Hotel is higher compared to Club Hotel Dolphin and Hotel Heaven Inn. This is because Ranweli Hotel implemented nature friendly surroundings, uses organic foods, uses natural flowers as decoration, reduces energy consumption and uses 'green' furniture. This shows that there is a significant relationship between green marketing and customer purchasing behavior. Another researcher Tang, (2014), in his study on factors that influence green purchase behavior of Malaysian consumers found that social influence, environment attitude, environmental concern, perceived seriousness of environmental problems, perceived effectiveness of

environmental behavior and government's initiatives are significantly related with green purchase behavior.

5.2.2 To examine the relationship between Shariah compliance and consumer purchasing behavior in hotel industry.

The second objective is to investigate the relationship of Shariah compliance and consumer purchasing behavior in hotel industry at Kedah. Therefore, the second hypothesis is used to identify whether there is a relationship between Shariah compliance and consumer purchasing behavior. According to the correlation analysis, it is proven that there are medium and positive relationship between Shariah compliance and consumer purchasing behavior. This implies that Shariah compliance is important as it also helps to improve the consumer purchasing behavior in hotel industry. Shariah compliance can be improve if the hotel industry provides products and services that comply to Shariah according to Quran.

The results of the study are aligned with the previous studies that investigate the relationship between Shariah compliance and consumer purchasing behavior in hotel industry. For instance, research from Haque, Chowdhury, Yasmin & Tarofder, (2018), identified the relationship of halal image and halal awareness towards purchase intention and it is proven that Shariah compliance are highly associated with consumer purchase intention. Another research by Noormuthaah, Anthony & Kamisan, (2013), added that there is significant relationship between Islamic architecture and hotel management as Shariah compliance hotel towards the purchase intention from consumers.

5.2.3 To investigate the relationship between customer's environmental awareness and consumer purchasing behavior.

The third objective is to investigate the relationship of customer's environmental awareness and consumer purchasing behavior in hotel industry at Kedah. Therefore, the third hypothesis is used to identify whether there is a relationship between customer's environmental awareness and consumer purchasing behavior. According to the correlation analysis, it is proven that there are medium and positive relationship between customer's environmental awareness and consumer purchasing behavior. In hotel industry, customer's environmental awareness is important in order to preserve the environment and their increase their religious beliefs.

The results of the study are aligned with the previous studies that investigate the relationship between customer's environmental awareness and consumer purchasing behavior in hotel industry. One of the researches from Wan, Chan & Huang, (2017), shows that environmental awareness can influence consumer purchasing behavior. This can be proven from the findings that there is positive relationship between environmental awareness and purchasing behavior from the consumer. Besides that, a research from Min, (2011), shows that there is positive relationship between environmental behavior and environmental awareness. This can be proven that there is high level of environmental concern from the respondents to protect the environment.

5.2.4 To determine the relationship between customer's satisfaction and consumer purchasing behavior in hotel industry.

The fourth objective is to investigate the relationship of customer's satisfaction and consumer purchasing behavior in hotel industry at Kedah. Therefore, the fourth hypothesis

is used to identify whether there is a relationship between customer's satisfaction and consumer purchasing behavior. According to the correlation analysis, it is proven that there are medium and positive relationship between customer's satisfaction and consumer purchasing behavior. Customer's satisfaction is important as it prove the quality of the products and services that have a high possibility for the customer to repurchase for the products and service again.

The results of the study are aligned with the previous studies that investigate the relationship between customer's satisfaction and consumer purchasing behavior in hotel industry. According to the research from Amin, (2015), the customers are very responding towards many service segments. Therefore, hotels must ensure that their service can meet the expectation from their customers in order to have strong customer base. In addition, another research by Dominici & Guzzo, (2010), the finding found that the level of satisfaction is high in Sporting Hotel of Cefalu, Italy.

5.3 Summary of Findings

In this study, the influence of green marketing and Shariah compliance (green marketing, Shariah compliance, environmental awareness and customer's satisfaction) were measured to identify their relationship to the consumer purchasing behavior in hotel industry at Kedah, Malaysia.

The mean values from the result as stated in Chapter 4 indicated that at the general level, the 403 respondents adopted the green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction. In addition, these findings support the previous studies that also emphasized on the importance of green marketing, Shariah

compliance, customer's environmental awareness and customer's satisfaction in Kedah (Holjevac, Marković& Raspor, 2009; Min, 2011; Noormuthaah, Anthony& Kamisan, 2013; Perera& Pushpanathan, 2015; Wan, Chan& Huang, 2017; Haque, Chowdhury, Yasmin& Tarofder, 2018).

Besides that, the results of the correlations analysis showed the relationships between the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction towards consumer purchasing behavior in hotel industry at Kedah. To be specific, the result in Table 4.8 as presented in the Chapter 4 showed statistically a significant positive relationship between the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction towards consumer purchasing behavior in hotel industry at Kedah.

Other than that, the result of the regressions analysis showed whether the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction have a relationship with consumer purchasing behavior or not. More specifically, the result in the Table 4.10, Table 4.11, Table 4.12, Table 4.13 and Table 4.14 as presented in the previous Chapter 4 showed that the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction have a positive relationship between the independent variables and dependent variable based on the adjusted R^2 .

5.4 Implication of The Study

From this study, there are some theoretical and practical implications that can be detected and contribute to researchers and practitioners. There is limited research that study about

green marketing and Shariah compliance in hotel industry in Malaysia. Thus, this can contribute as some of new perspective on the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction in hotel industry. In addition, this study also will benefit not only to scholars, but also to governments and hotel industry as well.

5.4.1 Theoretical Implications

In theoretical aspect, this study had proven that there is significant relationship between the factors (green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction) towards consumer purchasing behavior in hotel industry. As discussed in theoretical framework in Chapter 3, the study also provides empirical support to prove and support the positive relationship between all the factors and consumer purchasing behavior are interrelated.

Other than that, the current research also contributes the knowledge regarding the involving of importance of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction to predict consumer purchasing behavior. Besides that, this study will also help to increase the understanding of the factors that influence the consumer purchasing behavior as in Malaysia context. As instance, this study also agreed with Theory of Planned Behavior. This theory has been used by many past researchers in their research that investigate the purchasing behavior towards green products.

5.4.2 Practical Implications

Besides that, in practical aspect, this study contributes and benefit to hotel industry and government policy makers. Generally, the study provides an approach of the factors such as green marketing, Shariah compliance, customer's environmental awareness and

customer's satisfaction will affect the consumer purchasing behavior in Malaysia. Importantly, the hotel industry can apply the outcome from the study to improve their consumer purchasing behavior towards green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction.

Other than that, the findings of the result will help the hotel industry or hoteliers to understand the importance of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction will increase the consumer purchasing behavior in order to protect the environment and increase religious beliefs.

5.5 Limitation of The Study

There are some limitations for this study. First, the limitation is to answer the research questions and to collect the data for the study require engagement with respondents in Kedah. In this study, getting the cooperation from the respondents was a major problem. When the respondents were asked to participate in this study, many had refused. Some of the reasons are that they are not be able to reach the link that connect them with the questionnaire, some of them did not understand English language as the questionnaire was in English language and some of them did not have internet connection. But fortunately, this study can be able to reach more that the sample size of respondents.

5.6 Suggestion and Recommendations for Future Research

Despite the importance of green marketing and Shariah compliance in hotel industry, empirical research for Shariah compliance is very limited for hotel industry. Therefore, this study suggests some opportunities for researchers' interest for future in order to investigate

the relationship of Shariah compliance and consumer purchasing behavior in hotel industry.

Other than that, this study only focuses in Kedah on collecting data from the respondents. Suggestion for future research is that to include all the states in Malaysia or other country. This is because different place may have different behavior from the consumer purchasing behavior. Therefore, the result might have different from different places.

Besides that, this study is using quantitative method in collecting data which is 403 online questionnaires distributed in Kedah. Therefore, future studies can use qualitative method in order to increase understanding of consumer purchasing behavior based on depth of interview with respondents. Future research also may use PLS software instead of SPSS software like in this study because PLS will have better statistical approaches and advanced analytical tool.

Lastly, suggestion for future research is to include more variables which can contribute to the development of hotel industry. Future research also can add moderator or mediator as their framework towards a better model.

5.7 Conclusion

The main objective of this research is to investigate the relationship between independent variables (green marketing, Shariah compliance, environmental awareness and customer's satisfaction) and the dependent variable (consumer purchasing behavior) in Kedah, Malaysia. The findings of current research proven that there are positive relationship on factors influence consumer purchasing behavior. Precisely, this research identified the

relationship of green marketing, Shariah compliance, customer's environmental awareness, customer's satisfaction and Muslim consumer purchasing behavior in Kedah, Malaysia. In fact, the existing study was developed due to limited studies or research in relevant literature related to relationship of factors influence Muslim purchasing behavior in hotel industry.

From the findings, the hypothesis framework was proven positively significant. The influence of green marketing, Shariah compliance, customer's environmental awareness, customer's satisfaction are the potential factors that can influence the Muslim purchasing behavior. Based on Lederman& Lederman (2015), a valid theoretical framework should be included in all research articles. This is to help in justification the importance and significant of the work. There are four independent variables that required to investigate in this study. The research framework below also purposes that there is positive relationship between the independent variables and dependent variable.

Therefore, the hoteliers or hotel industry should implement or develop a better service quality in terms of their green marketing and Shariah compliance in order to improve the purchasing behavior through better facilities in the hotel, quality products and quality services. All this will help to improve the quality of hotel industry through the influence of green marketing, Shariah compliance, customer's environmental awareness and customer's satisfaction towards Muslim consumer purchasing behavior.

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Appendix 1: Questionnaire



**Othman Yeop Abdullah
Graduate School of Business**

Universiti Utara Malaysia

Dear respondent,

I am currently pursuing the Master of Science (Management) at Universiti Utara Malaysia (UUM), Kedah, Malaysia. In fulfilling the requirement of the Master of Science research project, I am conducting a study of *The Influence of Green Marketing, Shariah Compliance, Customer's Environmental Awareness and Customer's Satisfaction Towards Muslim Consumer Purchasing Behavior in Kedah*.

Attached is the questionnaire for collecting the data for the study. I would be grateful if you could complete the questionnaire and return it to me. Your time and cooperation to participate in this study is much appreciated.

If you have any doubt and interested in this study, please contact me through my email at ainajamil07@gmail.com or call me at 017-4260724.

Thank you for your time and participation in this study.

Sincerely,

Nur Aina Binti Mohd Jamil

Student

Master of Science (Management)

Universiti Utara Malaysia (UUM)

Part A

Please tick (/) to answer which describe you at the space beside the questions provided.

Age	
10-19 years old	
20-29 years old	
30-39 years old	
40-49 years old	
50-59 years old	
≥ 60 years old	
Gender	
Male	
Female	
Employment	
Employed	
Unemployed	
Retired	
Student	
Education level	
SPM	
Diploma	
Bachelor's Degree	
Master's Degree	
Doctorate's Degree	
Others (specify):	

Booking channel	
Traditional channel:	
Walk-in booking	
Call booking	
New technology:	
Applications	
Websites	
Online booking	

Part B

(Consumer Purchasing Behavior)

Please read the description given. Then circle according to the rate next to the statement. Use the following scale to indicate your level of agreement or disagreement:

Scale	Strongly disagree	Disagree	Uncertain	Agree	Strongly agree
	1	2	3	4	5

No.	Items	Scale				
1.	I am willing to pay a higher price for green facilities in hotel.	1	2	3	4	5
2.	I am more likely to purchase green product even the quality is as same as non-green product.	1	2	3	4	5
3.	I always look for halal logo before I purchase a product.	1	2	3	4	5
4.	Green products and services influence me to revisit the hotel again.	1	2	3	4	5

Part C

Please read the description given. Then circle according to the rate next to the statement. Use the following scale to indicate your level of agreement or disagreement:

Scale	Strongly disagree	Disagree	Uncertain	Agree	Strongly agree
	1	2	3	4	5

Green Marketing Practices						
No.	Items	Scale				
1.	Green marketing practices should start with me to protect the environment.	1	2	3	4	5
2.	Hotel should start with green products and service design (eg: room sensors to save energy in guest rooms) to be green hotel marketing.	1	2	3	4	5
3.	I prefer more on organic foods compare to artificial foods.	1	2	3	4	5
4.	I prefer natural decorations in hotel compare to artificial decorations.	1	2	3	4	5
5.	Hotel management have proper water and energy management system.	1	2	3	4	5
Shariah Compliance						
No.	Items	Scale				
1.	I prefer staying in hotel that has no bars and night clubs.	1	2	3	4	5
2.	Quran, prayer mats and direction should be provided by the hotel.	1	2	3	4	5
3.	Food and beverages in hotel must have halal certificate in hotel's café and each room.	1	2	3	4	5
4.	Facilities provided by the hotel such as spa and gym must be separated according to gender.	1	2	3	4	5
5.	I feel comfortable when dealing with hotel's staff who have proper dress code.	1	2	3	4	5
Environmental awareness						
No.	Items	Scale				
1.	I always recycle cans, bottles and papers.	1	2	3	4	5
2.	I always buy organic groceries.	1	2	3	4	5
3.	I do not mind using key cards to turn power for my room in hotel.	1	2	3	4	5
4.	I do not mind using energy saving bulbs in my sleeping area and guest bathroom in hotel.	1	2	3	4	5

5.	I am more likely to book a hotel that is responsible towards the environment.	1	2	3	4	5
Customer's satisfaction						
No.	Items	Scale				
1.	The food provided by the hotel is good quality and halal.	1	2	3	4	5
2.	Cleanliness and comfort of the hotel is good.	1	2	3	4	5
3.	Products and services provided by the hotel are environmentally friendly.	1	2	3	4	5
4.	The interior decoration of the hotel is following Shariah compliance.	1	2	3	4	5
5.	The dress code of hotel's staff is following the Shariah compliance.	1	2	3	4	5



Appendix 2: SPSS output

a) Frequency Distribution

1) Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>60 years old	2	.5	.5	.5
	10-19 years old	4	1.0	1.0	1.5
	20-29 years old	218	54.1	54.1	55.6
	30-39 years old	112	27.8	27.8	83.4
	40-49 years old	41	10.2	10.2	93.5
	50-59 years old	26	6.5	6.5	100.0
	Total	403	100.0	100.0	

2) Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	261	64.8	64.8	64.8
	Male	142	35.2	35.2	100.0
	Total	403	100.0	100.0	

3) Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	200	49.6	49.6	49.6
	Retired	16	4.0	4.0	53.6
	Student	151	37.5	37.5	91.1
	Unemployed	36	8.9	8.9	100.0
	Total	403	100.0	100.0	

4) Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's Degree	144	35.7	35.7	35.7
	Diploma	95	23.6	23.6	59.3
	Doctorate's Degree	1	.2	.2	59.6
	Master's Degree	130	32.3	32.3	91.8
	SKKM	1	.2	.2	92.1
	SPM	30	7.4	7.4	99.5
	Stpm	2	.5	.5	100.0
	Total	403	100.0	100.0	

5) Booking channel (Traditional)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Call Booking	319	79.2	79.2	79.2
	Walk-In booking	84	20.8	20.8	100.0
	Total	403	100.0	100.0	

6) Booking channel (New Technology)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Applications	108	26.8	26.8	26.8
	Online Booking	183	45.4	45.4	72.2
	Websites	112	27.8	27.8	100.0
	Total	403	100.0	100.0	